

# Brasa Urbana - Barbecue & Beer Fest

DATE: Saturday, October 4, 2025  
LOCATION: Jardim das Gracas, São Paulo, BR

---

## Event Description

Brasa Urbana - Barbecue & Beer Fest is a premier festivals event in Jardim das Gracas. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** festivals

**Importance Rank:** 40/100

**Expected Attendance:** 325 people

**Event ID:** 83688gkNbzuA9i5YGX

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 130 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/brasa-urbana-barbecue-beer-fest>

Document generated on 6/4/2026, 6:22:24 AM