

Butico Festival 26 anos

DATE: Sunday, October 19, 2025
LOCATION: Areão, São Paulo, BR

Event Description

Butico Festival 26 anos is a premier festivals event in Areão. 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: 46/100

Expected Attendance: 647 people

Event ID: 6iAMCKfGumVyRmCHLy

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 259 across all properties

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