

CAMPINAS BLUES FEST - COMEMORANDO 3 ANOS DO REDUTO EL COYOTE

DATE: Saturday, December 6, 2025
LOCATION: Jardim Novo Botafogo, São Paulo, BR

Event Description

CAMPINAS BLUES FEST - COMEMORANDO 3 ANOS DO REDUTO EL COYOTE is a premier festivals event in Jardim Novo Botafogo. 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: 52/100

Expected Attendance: 1,190 people

Event ID: H7QTKVXoDe7X7CbKKE

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 476 across all properties

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