

Circuito Estações dos Vinhos Feira de Santana - Edição Primavera

DATE: Friday, December 5, 2025
LOCATION: São JOÃO, Bahia, BR

Event Description

Circuito Estações dos Vinhos Feira de Santana - Edição Primavera is a premier expos event in São JOÃO. 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: expos

Importance Rank: 46/100

Expected Attendance: 602 people

Event ID: HsDNs6xnntLTbRJT78

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: 241 across all properties

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