

Circuito SophiaFest com Fragata Imperial, Era Índigos e Pedro Redó

DATE: Sunday, September 21, 2025
LOCATION: São Paulo, BR

Event Description

Circuito SophiaFest com Fragata Imperial, Era Índigos e Pedro Redó is a premier festivals event in São Paulo. 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: 37/100

Expected Attendance: 212 people

Event ID: 5Ws3qcu2QQ7y5F6Avn

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 85 across all properties

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