

Cooper October Fest

DATE: Saturday, October 18, 2025
LOCATION: Jardim Arpoador, São Paulo, BR

Event Description

Cooper October Fest is a premier festivals event in Jardim Arpoador. 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: 45/100

Expected Attendance: 553 people

Event ID: FJBFe3Uq2JLTwXrymK

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 221 across all properties

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