

# Degusta in Sanca 2025

DATE: Saturday, September 27, 2025  
LOCATION: Vila Sao Jose, São Paulo, BR

## Event Description

Degusta in Sanca 2025 is a premier festivals event in Vila Sao Jose. 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:** 47/100

**Expected Attendance:** 694 people

**Event ID:** Fm23CP5t33H2QRQHDy

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 278 across all properties

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