

DIA 2: ASMODEE FEST (5ª Edição) – TCG Arena

DATE: Sunday, September 14, 2025
LOCATION: Jardim Everest, São Paulo, BR

Event Description

DIA 2: ASMODEE FEST (5ª Edição) – TCG Arena is a premier festivals event in Jardim Everest. 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: 48/100

Expected Attendance: 794 people

Event ID: 4HsC6JJjgwbmLRGV8K

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 318 across all properties

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