

EASY RIDER ROCK FEST

DATE: Saturday, August 16, 2025
LOCATION: Jardim Nossa Senhora de Fatima, São Paulo, BR

Event Description

EASY RIDER ROCK FEST is a premier festivals event in Jardim Nossa Senhora de Fatima. 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: 51/100

Expected Attendance: 1,087 people

Event ID: BmuU8auN5VhE8E7aix

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 435 across all properties

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