

Festa de Encerramento Aquarela

DATE: Tuesday, December 2, 2025
LOCATION: Vila Regente Feijó, São Paulo, BR

Event Description

Festa de Encerramento Aquarela is a premier expos event in Vila Regente Feijó. 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: expos

Importance Rank: 40/100

Expected Attendance: 312 people

Event ID: 7Vj6abqjiHkdtNsiqz

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 125 across all properties

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