

Festival Beer & Rock Day II com Bloco Lets Block e Heavy Glow - Cover de RHCP

DATE: Saturday, September 13, 2025
LOCATION: Jardim das Gracas, São Paulo, BR

Event Description

Festival Beer & Rock Day II com Bloco Lets Block e Heavy Glow - Cover de RHCP is a premier festivals event in Jardim das Gracas. 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: 41/100

Expected Attendance: 363 people

Event ID: 9uAf7YwB3wz8akCQDW

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 145 across all properties

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