

# Festival Conexão Cultural - Especial Mês da Consciência Negra

DATE: Sunday, November 23, 2025  
LOCATION: Jardim das Cerejeiras, São Paulo, BR

## Event Description

Festival Conexão Cultural - Especial Mês da Consciência Negra is a premier festivals event in Jardim das Cerejeiras. 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:** 40/100

**Expected Attendance:** 331 people

**Event ID:** DNgt45UZ6WtGCz84Qq

## 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:** 132 across all properties

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