

Festival das massas

DATE: Sunday, August 31, 2025
LOCATION: Campos Elíseos, São Paulo, BR

Event Description

Festival das massas is a premier festivals event in Campos Elíseos. 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: 45/100

Expected Attendance: 546 people

Event ID: FSk5LxY83SkptG2RjE

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 218 across all properties

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