

FESTIVAL ECHOES OF GAIA

DATE: Saturday, September 27, 2025
LOCATION: Itaim Paulista, São Paulo, BR

Event Description

FESTIVAL ECHOES OF GAIA is a premier festivals event in Itaim Paulista. 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: 42/100

Expected Attendance: 411 people

Event ID: H6PvD5kCZuuneq7NZ3

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 164 across all properties

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