

Festival Made de Arte e Design

DATE: Saturday, September 27, 2025
LOCATION: Jardim Brasil, São Paulo, BR

Event Description

Festival Made de Arte e Design is a premier festivals event in Jardim Brasil. 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: 39/100

Expected Attendance: 287 people

Event ID: 7V8k7mc29RZrpYXFLh

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 115 across all properties

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