

Festival Origem em São Paulo - Awure e Samba de Caboclo

DATE: Saturday, November 22, 2025
LOCATION: Brás, São Paulo, BR

Event Description

Festival Origem em São Paulo - Awure e Samba de Caboclo is a premier festivals event in Brás. 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: 43/100

Expected Attendance: 426 people

Event ID: AkYzwudg3mYC65qa5S

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 170 across all properties

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