

# FESTIVAL ROCK NACIONAL - KAMIKAZE ROCK + THE HOPS INDAIATUBA - SP

DATE: Saturday, October 18, 2025  
LOCATION: Vila Vitoria II, São Paulo, BR

## Event Description

FESTIVAL ROCK NACIONAL - KAMIKAZE ROCK + THE HOPS INDAIATUBA - SP is a premier festivals event in Vila Vitoria II. 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:** 48/100

**Expected Attendance:** 756 people

**Event ID:** 4FHymg73z3QmPZfCR2

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 302 across all properties

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