

Festival Sertanejo - 2º Encontro de Cavaleiros do Pesqueiro Haras

DATE: Saturday, September 6, 2025
LOCATION: Gleba Beatriz, São Paulo, BR

Event Description

Festival Sertanejo - 2º Encontro de Cavaleiros do Pesqueiro Haras is a premier festivals event in Gleba Beatriz. 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: 50/100

Expected Attendance: 1,021 people

Event ID: AkREU8PutymxEqr47s

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 408 across all properties

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