

Festival Tapete Mágico - Roots Rock Reggae - Aniversário do Rony e Camilo Araujo

DATE: Saturday, August 23, 2025
LOCATION: Santa Cecilia II, São Paulo, BR

Event Description

Festival Tapete Mágico - Roots Rock Reggae - Aniversário do Rony e Camilo Araujo is a premier festivals event in Santa Cecilia 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: 42/100

Expected Attendance: 406 people

Event ID: 6T2ohzdTQP4D8BhaPi

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: 162 across all properties

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