

Festival Truck Maffia da Pedra 2025 - Igaratá SP

DATE: Sunday, November 30, 2025
LOCATION: São Paulo, BR

Event Description

Festival Truck Maffia da Pedra 2025 - Igaratá SP is a premier festivals event in the region. 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: 46/100

Expected Attendance: 597 people

Event ID: HzrWHVUQpBsSX2pTZ5

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 239 across all properties

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