

Festival Viva's de Massas

DATE: Saturday, October 18, 2025

LOCATION: Centro, São Paulo, BR

Event Description

Festival Viva's de Massas is a premier festivals event in Centro. 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: 39/100

Expected Attendance: 278 people

Event ID: B4fHee4ZRtt4b9SorR

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 111 across all properties

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

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<https://becircadian.com/events/festival-vivas-de-massas>

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