

Fest'Up Rio Preto 2025

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

Event Description

Fest'Up Rio Preto 2025 is a premier conferences event in Vila Maria. 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: conferences

Importance Rank: 43/100

Expected Attendance: 461 people

Event ID: 6Ba26q3F9U3MFyMBCc

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 184 across all properties

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