

Forest fire in the eastern Brazilian state of Sao Paulo

DATE: Saturday, September 20, 2025
LOCATION: State of São Paulo, BR

Event Description

Forest fire in the eastern Brazilian state of Sao Paulo is a premier disasters 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: disasters

Importance Rank: 13/100

Expected Attendance: 10,000 people

Event ID: Fa3V3ETTJFm6W9vhRT

Hotel Demand Indicators

ADR Impact Index: 2.6x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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