

II FESTIVAL ROCK VALE

DATE: Sunday, November 30, 2025
LOCATION: Jardim Sao Dimas, São Paulo, BR

Event Description

II FESTIVAL ROCK VALE is a premier festivals event in Jardim Sao Dimas. 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: 44/100

Expected Attendance: 500 people

Event ID: Buw8SVfd2WLHp7yoKH

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: 200 across all properties

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