

INvocaçãO Music Festival V

DATE: Saturday, August 23, 2025
LOCATION: Jardim Sumare, São Paulo, BR

Event Description

INvocaçãO Music Festival V is a premier festivals event in Jardim Sumare. 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: 40/100

Expected Attendance: 329 people

Event ID: 3y4HDgpHSJ6yJMBmqn

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 132 across all properties

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