

# KC FEST: OLD EDITION

DATE: Saturday, October 18, 2025

LOCATION: Santos, BR

## Event Description

KC FEST: OLD EDITION is a premier festivals event in Santos. 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:** 43/100

**Expected Attendance:** 466 people

**Event ID:** Bn4gjSWit7kUCjeXIV

## 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:** 186 across all properties

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

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<https://becircadian.com/events/kc-fest-old-edition>

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