

Mega Fest o Rolê

DATE: Saturday, September 6, 2025
LOCATION: Portal do Parque, Mato Grosso do Sul, BR

Event Description

Mega Fest o Rolê is a premier festivals event in Portal do Parque. 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: 39/100

Expected Attendance: 273 people

Event ID: AGobLu3RsJR5eTdqnt

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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