

Mesa Brasileira Brunch & Música ao Vivo | Edição Caipira

DATE: Sunday, November 16, 2025
LOCATION: Itaim Bibi, São Paulo, BR

Event Description

Mesa Brasileira Brunch & Música ao Vivo | Edição Caipira is a premier festivals event in Itaim Bibi. 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: 46/100

Expected Attendance: 618 people

Event ID: 82dXsmVrH7zTstGhdq

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 247 across all properties

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