

MISTURA MUSIC FEST 2º EDIÇÃO

DATE: Saturday, November 29, 2025
LOCATION: Vila Olímpia, São Paulo, BR

Event Description

MISTURA MUSIC FEST 2º EDIÇÃO is a premier festivals event in Vila Olímpia. 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: 431 people

Event ID: 6QgWvnEyij9qo3a3sf

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: 172 across all properties

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