

MISTURA MUSIC FEST

DATE: Saturday, August 30, 2025
LOCATION: Jardim Maria Helena, São Paulo, BR

Event Description

MISTURA MUSIC FEST is a premier festivals event in Jardim Maria Helena. 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: 45/100

Expected Attendance: 595 people

Event ID: 3PtV86qUKZGFagdWu7

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 238 across all properties

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