

NEW FEST ELETROFUNK 2.0

DATE: Friday, August 22, 2025
LOCATION: Chácara Três Marias, São Paulo, BR

Event Description

NEW FEST ELETROFUNK 2.0 is a premier festivals event in Chácara Três Marias. 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: 451 people

Event ID: 4uH3N5kWH4Mi5z6YQL

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: 180 across all properties

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