

# NEXTFEST POP | OPEN-BAR + FECHAFREIXOTO

DATE: Friday, November 14, 2025  
LOCATION: Jardim Paulista, São Paulo, BR

## Event Description

NEXTFEST POP | OPEN-BAR + FECHAFREIXOTO is a premier festivals event in Jardim Paulista. 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:** 432 people

**Event ID:** 6horJ3VapJBXkkn2Go

## 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:** 173 across all properties

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