

OKTOBERFEST - Homens de Fogo + Bando do Fritz no Old Town

DATE: Saturday, October 11, 2025
LOCATION: Santo André, BR

Event Description

OKTOBERFEST - Homens de Fogo + Bando do Fritz no Old Town is a premier festivals event in Santo André. 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: 41/100

Expected Attendance: 342 people

Event ID: 9a588LebPruxt37gTe

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 137 across all properties

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