

OX SUMMER FEST COM PAURA E CONVIDADOS

DATE: Sunday, December 7, 2025
LOCATION: Km 18, São Paulo, BR

Event Description

OX SUMMER FEST COM PAURA E CONVIDADOS is a premier festivals event in Km 18. 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: 42/100

Expected Attendance: 410 people

Event ID: Gu68neLdNj7Ga3oDjV

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 164 across all properties

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