

Piquenique Mães de Jundiaí 2025

DATE: Sunday, October 19, 2025

LOCATION: Jundiaí, BR

Event Description

Piquenique Mães de Jundiaí 2025 is a premier concerts event in Jundiaí. 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: concerts

Importance Rank: 35/100

Expected Attendance: 168 people

Event ID: 9b9WFo9k7PH6jJQWqx

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 67 across all properties

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