

# PRAS IDEIA FEST

DATE: Sunday, October 19, 2025

LOCATION: São Paulo, BR

## Event Description

PRAS IDEIA FEST is a premier festivals event in São Paulo. 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:** 45/100

**Expected Attendance:** 573 people

**Event ID:** 5ewkJX6zcERoDwtKEH

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 229 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/pras-ideia-fest>

Document generated on 6/3/2026, 9:53:10 PM