

Primeiro Festival de Samba e Pagode do Pagodão do CEPE

DATE: Saturday, September 13, 2025
LOCATION: State of São Paulo, BR

Event Description

Primeiro Festival de Samba e Pagode do Pagodão do CEPE is a premier festivals event in the region. 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: 50/100

Expected Attendance: 1,048 people

Event ID: 6TGkz49zSfqzEDGh3z

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 419 across all properties

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