

# PROJETO MAYHEM FEST - Escombro, Projeto Mayhem, Ultimato, Agnoze

DATE: Sunday, December 7, 2025

LOCATION: Loteamento Industrial Nossa Senhora de Fatima, São Paulo, BR

## Event Description

PROJETO MAYHEM FEST - Escombro, Projeto Mayhem, Ultimato, Agnoze is a premier festivals event in Loteamento Industrial Nossa Senhora de Fatima. 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:** 38/100

**Expected Attendance:** 257 people

**Event ID:** 7mLD8nhDCMvZFD6Nsw

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 103 across all properties

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