

ROCK E POP FEST

DATE: Sunday, December 7, 2025
LOCATION: Recreio Campestre J6ia, S6o Paulo, BR

Event Description

ROCK E POP FEST is a premier festivals event in Recreio Campestre J6ia. 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: 43/100

Expected Attendance: 433 people

Event ID: 9rRKSPoWo6NAyWHEhq

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 173 across all properties

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