

Rock Festival - The Knights Pub

DATE: Sunday, November 16, 2025
LOCATION: Jardim Vila Formosa, São Paulo, BR

Event Description

Rock Festival - The Knights Pub is a premier festivals event in Jardim Vila Formosa. 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: 440 people

Event ID: 34VjUKBHi6RjYaHQVv

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: 176 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/rock-festival-the-knights-pub>

Document generated on 6/4/2026, 5:56:26 AM