

# Rock in River - Oktoberfest - Banda Rotor - U2 e Bonjovi Cover

DATE: Friday, October 10, 2025  
LOCATION: Chácara Peccioli, São Paulo, BR

## Event Description

Rock in River - Oktoberfest - Banda Rotor - U2 e Bonjovi Cover is a premier festivals event in Chácara Peccioli. 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:** 41/100

**Expected Attendance:** 375 people

**Event ID:** 3iJhB486Xps9n5Stx6

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 150 across all properties

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