

# Rockfun Fest

DATE: Sunday, December 14, 2025

LOCATION: Luz, São Paulo, BR

## Event Description

Rockfun Fest is a premier festivals event in Luz. 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:** 44/100

**Expected Attendance:** 512 people

**Event ID:** 5awjy5f4nqzTKpbJr7

## 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:** 205 across all properties

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