

# ROCK´N BEER FEST - Festival de Cerveja Artesanal do Vale do São Francisco

DATE: Saturday, August 23, 2025  
LOCATION: Pedra do Bode, Pernambuco, BR

## Event Description

ROCK´N BEER FEST - Festival de Cerveja Artesanal do Vale do São Francisco is a premier festivals event in Pedra do Bode. 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:** 45/100

**Expected Attendance:** 577 people

**Event ID:** BZeegFx5Z6xzEin5WQ

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 231 across all properties

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