

Rockstar Fest - Americana

DATE: Sunday, October 12, 2025
LOCATION: Jardim Werner Plaas, São Paulo, BR

Event Description

Rockstar Fest - Americana is a premier festivals event in Jardim Werner Plaas. 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: 46/100

Expected Attendance: 630 people

Event ID: 6uw4SbrnmcvRERbiCk

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 252 across all properties

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