

# Rolling Flex Festival

DATE: Friday, August 15, 2025  
LOCATION: Penha de França, São Paulo, BR

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## Event Description

Rolling Flex Festival is a premier festivals event in Penha de França. 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:** 349 people

**Event ID:** CFhoeoVDbed7SvUrAW

## 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:** 140 across all properties

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

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