

RUDES 012 FEST Vol. 1

DATE: Sunday, September 28, 2025
LOCATION: Sao José Dos Campos, BR

Event Description

RUDES 012 FEST Vol. 1 is a premier festivals event in Sao José Dos Campos. 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: 665 people

Event ID: Gpkb5gHsV5FiXcufdE

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: 266 across all properties

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