

Réveillon D'Brescia - Faria Lima

DATE: Wednesday, December 31, 2025

LOCATION: Itaim Bibi, São Paulo, BR

Event Description

Réveillon D'Brescia - Faria Lima is a premier festivals event in Itaim Bibi. 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: 42/100

Expected Attendance: 381 people

Event ID: 7FbbYh3QBNt2789drr

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 152 across all properties

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