

Sabores de São Roque - Cozinha Ao Vivo - 1ª Edição - Nör Hotel & SPA

DATE: Saturday, September 20, 2025
LOCATION: São Paulo, BR

Event Description

Sabores de São Roque - Cozinha Ao Vivo - 1ª Edição - Nör Hotel & SPA is a premier festivals event in the region. 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: 55/100

Expected Attendance: 1,680 people

Event ID: 3otxfhUJDTszAW6FP5

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 672 across all properties

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