

Samba de Axé - Aninha Barros - HTS | 12° Festival Afropira | DIA DA UMBANDA

DATE: Saturday, November 15, 2025
LOCATION: Nova América, São Paulo, BR

Event Description

Samba de Axé - Aninha Barros - HTS | 12° Festival Afropira | DIA DA UMBANDA is a premier festivals event in Nova América. 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: 45/100

Expected Attendance: 536 people

Event ID: EMLaELB3oTGKtXkn2C

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 214 across all properties

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