

SAMBOW FEST VILLA JARDIM

DATE: Sunday, September 14, 2025
LOCATION: Parque Santo Antonio, São Paulo, BR

Event Description

SAMBOW FEST VILLA JARDIM is a premier festivals event in Parque Santo Antonio. 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: 51/100

Expected Attendance: 1,113 people

Event ID: 3qsuL9McYHrnegtKXT

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 445 across all properties

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