

SESI FESTIVAL DA CANÇÃO

DATE: Saturday, September 20, 2025
LOCATION: Santa Luzia, Mato Grosso do Sul, BR

Event Description

SESI FESTIVAL DA CANÇÃO is a premier festivals event in Santa Luzia. 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: 44/100

Expected Attendance: 483 people

Event ID: 6X35Sv5TVYCHjY95Cy

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 193 across all properties

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