

# SHAPER'S SURF FEST - VAMOS JUNTOS!

DATE: Saturday, November 29, 2025

LOCATION: Centro, São Paulo, BR

## Event Description

SHAPER'S SURF FEST - VAMOS JUNTOS! is a premier performing-arts event in Centro. 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:** performing-arts

**Importance Rank:** 56/100

**Expected Attendance:** 1,994 people

**Event ID:** BkFKnSUr3E2AyZcoH7

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 798 across all properties

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