

SINCERÃO FEST - PARTE 2

DATE: Saturday, August 23, 2025
LOCATION: Chácara Recanto Verde, São Paulo, BR

Event Description

SINCERÃO FEST - PARTE 2 is a premier festivals event in Chácara Recanto Verde. 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: 52/100

Expected Attendance: 1,268 people

Event ID: 47dzv7LDxTBTpoMcnt

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 507 across all properties

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