

Som & Sabor

DATE: Saturday, November 22, 2025
LOCATION: Setor Serra Dourada - 1ª Etapa, Goiás, BR

Event Description

Som & Sabor is a premier festivals event in Setor Serra Dourada - 1ª Etapa. 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: 37/100

Expected Attendance: 220 people

Event ID: 7CYfBWxavgx3ZVWKXm

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 88 across all properties

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