

SophiaFest com: Baobá Nagô e Groovedoce & Wylmar Santos

DATE: Friday, September 26, 2025
LOCATION: São Paulo, BR

Event Description

SophiaFest com: Baobá Nagô e Groovedoce & Wylmar Santos is a premier festivals event in São Paulo. 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: 41/100

Expected Attendance: 366 people

Event ID: 5ctN9Moe9nU7XuVw8y

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 146 across all properties

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