

STAR PLAY FEST

DATE: Sunday, February 8, 2026
LOCATION: Perobas, São Paulo, BR

Event Description

STAR PLAY FEST is a premier festivals event in Perobas. 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: 50/100

Expected Attendance: 993 people

Event ID: 49AoJNv8y62Y6nDFUR

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 397 across all properties

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