

# SUBSOLAR FESTIVAL

DATE: Sunday, September 28, 2025

LOCATION: Conjunto Habitacional Jardim Sao Bento, São Paulo, BR

## Event Description

SUBSOLAR FESTIVAL is a premier festivals event in Conjunto Habitacional Jardim Sao Bento. 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:** 40/100

**Expected Attendance:** 316 people

**Event ID:** 3Yxgu9eqDmzbofKEgb

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 126 across all properties

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

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<https://becircadian.com/events/subsolar-festival>

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