

# SUNDAY & FLOW

DATE: Sunday, August 24, 2025  
LOCATION: Sítio São José, Rio Grande do Sul, BR

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## Event Description

SUNDAY & FLOW is a premier festivals event in Sítio São José. 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:** 44/100

**Expected Attendance:** 487 people

**Event ID:** FW4aM7TtqksSLTtXmM

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 195 across all properties

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

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