

Tomaê Festival 1º Edição Tôa tôa Bar

DATE: Saturday, October 18, 2025
LOCATION: Jardim Casa Grande, São Paulo, BR

Event Description

Tomaê Festival 1º Edição Tôa tôa Bar is a premier festivals event in Jardim Casa Grande. 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: 39/100

Expected Attendance: 292 people

Event ID: DvLJF9KrfxBQuDha6w

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 117 across all properties

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

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