

TRASH FESTIVAL | CELEBRANDO 10 ANOS NA ATIVA

DATE: Saturday, September 13, 2025
LOCATION: Vila Anita, São Paulo, BR

Event Description

TRASH FESTIVAL | CELEBRANDO 10 ANOS NA ATIVA is a premier festivals event in Vila Anita. 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: 49/100

Expected Attendance: 861 people

Event ID: 6aCN5MxXm5Q2jJRefz

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 344 across all properties

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