

# Vinhos jovens, frescos e orgânicos: Lançamento Wakay

DATE: Wednesday, November 19, 2025  
LOCATION: Granja Viana, São Paulo, BR

## Event Description

Vinhos jovens, frescos e orgânicos: Lançamento Wakay is a premier community event in Granja Viana. 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:** community

**Importance Rank:** 31/100

**Expected Attendance:** 116 people

**Event ID:** Fs2PYK8GFBKdbEwuHJ

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 46 across all properties

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