

VISION Eventos te leva: SORRISO MAROTO AS ANTIGAS - CAMPINAS - 2025

DATE: Saturday, November 1, 2025
LOCATION: Parque Brasil 500, São Paulo, BR

Event Description

VISION Eventos te leva: SORRISO MAROTO AS ANTIGAS - CAMPINAS - 2025 is a premier festivals event in Parque Brasil 500. 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: 521 people

Event ID: CP3aHDq7SYwibtZoL

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: 208 across all properties

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