

# Y2K FEST - FESTA ANOS 2000 + OPEN DE CERVEJA E COPÃO!

DATE: Friday, September 12, 2025  
LOCATION: Chácara da Barra, São Paulo, BR

## Event Description

Y2K FEST - FESTA ANOS 2000 + OPEN DE CERVEJA E COPÃO! is a premier festivals event in Chácara da Barra. 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:** 290 people

**Event ID:** Fho6rP6apdqSqbG57t

## 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:** 116 across all properties

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