

# A Casa de Bernarda Alba

DATE: Sunday, September 21, 2025

LOCATION: State of São Paulo, BR

## Event Description

A Casa de Bernarda Alba is a premier performing-arts event in the region. 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:** performing-arts

**Importance Rank:** 43/100

**Expected Attendance:** 461 people

**Event ID:** FTWPbdKhbxQ7wmnoU

## 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:** 184 across all properties

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

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<https://becircadian.com/events/a-casa-de-bernarda-alba>

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