

AFRO SÉSI EGBÉ - MACUMBA, SAMBA e AXÉ, na General Store - #1

DATE: Sunday, August 17, 2025
LOCATION: João Pessoa, BR

Event Description

AFRO SÉSI EGBÉ - MACUMBA, SAMBA e AXÉ, na General Store - #1 is a premier concerts event in João Pessoa. 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: concerts

Importance Rank: 33/100

Expected Attendance: 149 people

Event ID: GHpFTcekat7nnNNWJB

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 60 across all properties

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