

# Ajeum Roda de Samba

DATE: Sunday, August 17, 2025  
LOCATION: Imirim, São Paulo, BR

## Event Description

Ajeum Roda de Samba is a premier concerts event in Imirim. 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:** 38/100

**Expected Attendance:** 261 people

**Event ID:** pN4337FjtBnq7fcYmz

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 104 across all properties

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