

ARRAIÁ DO SAMBA DA JUREMA | VISTA SEU XADREZ

DATE: Sunday, August 24, 2025
LOCATION: Boa Vista I, Rio de Janeiro, BR

Event Description

ARRAIÁ DO SAMBA DA JUREMA | VISTA SEU XADREZ is a premier concerts event in Boa Vista I. 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: 37/100

Expected Attendance: 215 people

Event ID: 4t9NhiD9uqEU2sVdzf

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 86 across all properties

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