

CONFRATERNIZAÇÃO DA CERTIFICAÇÃO

DATE: Sunday, August 24, 2025

LOCATION: Centro, Bahia, BR

Event Description

CONFRATERNIZAÇÃO DA CERTIFICAÇÃO is a premier concerts event in Centro. 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: 26/100

Expected Attendance: 62 people

Event ID: Fkkhbnb5Dqz4z6Pv7A

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 25 across all properties

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