

DOMINGO DA MASSA | Samba, Forró e Groove | 12º Festival Afropira

DATE: Sunday, November 16, 2025
LOCATION: Nova América, São Paulo, BR

Event Description

DOMINGO DA MASSA | Samba, Forró e Groove | 12º Festival Afropira is a premier festivals event in Nova América. 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: festivals

Importance Rank: 47/100

Expected Attendance: 717 people

Event ID: FLWLrvmuk7w8pWqLMJ

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 287 across all properties

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