

# Festival de forró do Rio Claro, Serra do CAPARAÓ

DATE: Saturday, October 18, 2025  
LOCATION: Espírito Santo, BR

## Event Description

Festival de forró do Rio Claro, Serra do CAPARAÓ is a premier festivals event in the region. 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:** 48/100

**Expected Attendance:** 775 people

**Event ID:** nP3yJWf73x6EYjkwLd

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 310 across all properties

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