

# FESTIVAL PRIMAVERA DE CHEERLEADERS MARISTA ASA SUL

DATE: Saturday, October 11, 2025  
LOCATION: Asa Sul, Distrito Federal, BR

## Event Description

FESTIVAL PRIMAVERA DE CHEERLEADERS MARISTA ASA SUL is a premier performing-arts event in Asa Sul. 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:** performing-arts

**Importance Rank:** 35/100

**Expected Attendance:** 170 people

**Event ID:** 5pjuTzxYGqxuVMhMqY

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 68 across all properties

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