

FLIRO - Festa de Literatura e Roteiro (Dia 3, 14/09)

DATE: Sunday, September 14, 2025
LOCATION: Comércio, Bahia, BR

Event Description

FLIRO - Festa de Literatura e Roteiro (Dia 3, 14/09) is a premier performing-arts event in Comércio. 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: 48/100

Expected Attendance: 755 people

Event ID: 6Ze5BNZujQjwi3PE2A

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: 302 across all properties

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