

# FORRÓ ARENA BEACH

DATE: Sunday, August 17, 2025  
LOCATION: Jardim Primavera, São Paulo, BR

## Event Description

FORRÓ ARENA BEACH is a premier concerts event in Jardim Primavera. 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:** 25/100

**Expected Attendance:** 58 people

**Event ID:** 9nnq2BJeSURjGKm5wD

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 23 across all properties

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