

# Forró do Carcará com Paulla Zeferino

DATE: Sunday, August 17, 2025  
LOCATION: Ponta da Praia, São Paulo, BR

## Event Description

Forró do Carcará com Paulla Zeferino is a premier concerts event in Ponta da Praia. 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:** 34/100

**Expected Attendance:** 157 people

**Event ID:** 3Y7fsxPBMUdR7tEmRy

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 63 across all properties

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