

# Forró do Povo ~ Forró TBT + Juruviara

DATE: Thursday, September 4, 2025  
LOCATION: Praia de Iracema, Ceará, BR

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## Event Description

Forró do Povo ~ Forró TBT + Juruviara is a premier concerts event in Praia de Iracema. 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:** 40/100

**Expected Attendance:** 302 people

**Event ID:** FyMyhzp9ZUA7PnHDC4

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 121 across all properties

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

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