

Forró do Povo ~ Os Muringa + Juruviara

DATE: Thursday, August 28, 2025
LOCATION: Praia de Iracema, Ceará, BR

Event Description

Forró do Povo ~ Os Muringa + 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: A6pUZtZsCXuCDXhySv

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.