

# Forró Floral com DJ Edgar - 01SET25 na Florir Cultura

DATE: Monday, September 1, 2025  
LOCATION: Sagrada Família, Minas Gerais, BR

## Event Description

Forró Floral com DJ Edgar - 01SET25 na Florir Cultura is a premier concerts event in Sagrada Família. 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:** 43/100  
**Expected Attendance:** 444 people  
**Event ID:** AREdzjDWbFyGWVKFNh

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 178 across all properties

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