

# Forró Na House - Forrozada

DATE: Tuesday, August 26, 2025  
LOCATION: Vila Isolina Mazzei, São Paulo, BR

## Event Description

Forró Na House - Forrozada is a premier concerts event in Vila Isolina Mazzei. 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:** 47/100

**Expected Attendance:** 747 people

**Event ID:** G9X9tcMv3FpSKAWmpd

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 299 across all properties

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