

Forró Na House - Luarada

DATE: Tuesday, September 2, 2025
LOCATION: Vila Isolina Mazzei, São Paulo, BR

Event Description

Forró Na House - Luarada 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: 78YRR6bsnMvgQSwfi6

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.