

# Forró Sincero apresenta: Dona Zefa & DJ Nego

DATE: Friday, August 15, 2025  
LOCATION: Vila Mariana, São Paulo, BR

## Event Description

Forró Sincero apresenta: Dona Zefa & DJ Nego is a premier concerts event in Vila Mariana. 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:** 34/100

**Expected Attendance:** 165 people

**Event ID:** 5QiLVf6Aq5uHvQjVH5

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 66 across all properties

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