

Forroço das Antigas ~ Binha Cardoso + Iara Pamella

DATE: Saturday, August 23, 2025
LOCATION: Praia de Iracema, Ceará, BR

Event Description

Forroço das Antigas ~ Binha Cardoso + Iara Pamella 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: 7oJK8HR8HKqmqudV5Y

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.