

# FRAZÃO NALAPA

DATE: Friday, August 22, 2025  
LOCATION: Jardim Itapemirim, Espírito Santo, BR

## Event Description

FRAZÃO NALAPA is a premier concerts event in Jardim Itapemirim. 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:** 37/100

**Expected Attendance:** 214 people

**Event ID:** ADLx9VeGQTGsSXDIdq

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 86 across all properties

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