

[FUSCA] Calourada - Maledita

DATE: Friday, September 12, 2025
LOCATION: Cidade Universitária, Pernambuco, BR

Event Description

[FUSCA] Calourada - Maledita is a premier performing-arts event in Cidade Universitária. 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: performing-arts
Importance Rank: 36/100
Expected Attendance: 189 people
Event ID: PqVMSTv7Nf5Sf5nF2f

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: 76 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/fusca-calourada-maledita>

Document generated on 6/4/2026, 1:42:57 AM