

Hazamat & Tela Azzu

DATE: Friday, August 29, 2025

LOCATION: João Pessoa, BR

Event Description

Hazamat & Tela Azzu is a premier concerts event in João Pessoa. 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: 8295FQ7wEHY3TB7MX8

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.