

HELL FIRE FEST - Edição Nu Metal I Arapiraca-AL

DATE: Saturday, September 20, 2025
LOCATION: Santa Esmeralda, Alagoas, BR

Event Description

HELL FIRE FEST - Edição Nu Metal I Arapiraca-AL is a premier festivals event in Santa Esmeralda. 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: festivals

Importance Rank: 38/100

Expected Attendance: 260 people

Event ID: GJZnriDnvx2cmsVaDq

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 104 across all properties

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