

Hermanoteu Na Terra de Godah / Cuiabá / Teatro Zulmira Canavarros

DATE: Sunday, August 17, 2025
LOCATION: Centro Político Administrativo, Mato Grosso, BR

Event Description

Hermanoteu Na Terra de Godah / Cuiabá / Teatro Zulmira Canavarros is a premier performing-arts event in Centro Político Administrativo. 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: 47/100
Expected Attendance: 723 people
Event ID: A8qgnABPjYqDEPz78f

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 289 across all properties

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