

# INTENSE CONVIDA Festa Do Branco

DATE: Saturday, August 16, 2025  
LOCATION: Setor Habitacional Arniqueira, Distrito Federal, BR

## Event Description

INTENSE CONVIDA Festa Do Branco is a premier concerts event in Setor Habitacional Arniqueira. 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:** 228 people

**Event ID:** 838oHhZ9JsQbw2BJpf

## 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:** 91 across all properties

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