

# Jorge & Mateus, Henrique & Juliano, Ivete Sangalo, and 9 others

DATE: Friday, August 29, 2025  
LOCATION: Macapá, BR

## Event Description

Jorge & Mateus, Henrique & Juliano, Ivete Sangalo, and 9 others is a premier festivals event in Macapá. 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:** 60/100

**Expected Attendance:** 3,276 people

**Event ID:** Ed5VFSyTZQVYLDuguc

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,310 across all properties

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