

# LUAU TÔA TÔA - 15/08/2025 - SEXTA-FEIRA

DATE: Friday, August 15, 2025

LOCATION: Bahia, BR

## Event Description

LUAU TÔA TÔA - 15/08/2025 - SEXTA-FEIRA is a premier festivals event in the region. 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:** 253 people

**Event ID:** 63BRdADfGSFwBWUf7C

## 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:** 101 across all properties

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