

# Macaléia - Exibição do filme de Rejane Zilles seguida de conversa com Jards Macalé e Rejane Zilles

DATE: Saturday, October 4, 2025  
LOCATION: Centro Histórico, Rio Grande do Sul, BR

## Event Description

Macaléia - Exibição do filme de Rejane Zilles seguida de conversa com Jards Macalé e Rejane Zilles is a premier performing-arts event in Centro Histórico. 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:** 33/100  
**Expected Attendance:** 135 people  
**Event ID:** GD5Phtbtpy6JwvjfyY

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 54 across all properties

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