

# PRÉ-ESTREIA DE "O ÚLTIMO AZUL" NO CINEMA TEATRO DO PARQUE

DATE: Friday, August 22, 2025  
LOCATION: Boa Vista, Pernambuco, BR

## Event Description

PRÉ-ESTREIA DE "O ÚLTIMO AZUL" NO CINEMA TEATRO DO PARQUE is a premier performing-arts event in Boa Vista. 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:** 35/100

**Expected Attendance:** 168 people

**Event ID:** 6vnLSFzp4EnoAasQDH

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 67 across all properties

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