

# Só Os Loucos Sabem | São Luís/MA

DATE: Friday, August 22, 2025  
LOCATION: Parque Timbiras, Maranhão, BR

## Event Description

Só Os Loucos Sabem | São Luís/MA is a premier concerts event in Parque Timbiras. 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:** 38/100

**Expected Attendance:** 256 people

**Event ID:** GFoBGrXQfAQcpUWYBY

## 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:** 102 across all properties

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