

Samba Cajazeiras

DATE: Sunday, August 17, 2025
LOCATION: Fazenda Grande II, Bahia, BR

Event Description

Samba Cajazeiras is a premier concerts event in Fazenda Grande II. 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: 32/100
Expected Attendance: 121 people
Event ID: D2szP5jud9J848maYK

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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