

# Somos Todos Rosa

DATE: Friday, October 31, 2025  
LOCATION: Gleba B, Bahia, BR

## Event Description

Somos Todos Rosa is a premier conferences event in Gleba B. 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:** conferences

**Importance Rank:** 42/100

**Expected Attendance:** 385 people

**Event ID:** B6pkJp2WuTxEPihhWR

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 154 across all properties

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