

# Wesley Safadão, Leo Santana, Joelma, and Marcynho Sensação

DATE: Friday, January 16, 2026  
LOCATION: Belem, BR

## Event Description

Wesley Safadão, Leo Santana, Joelma, and Marcynho Sensação is a premier festivals event in Belem. 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:** festivals

**Importance Rank:** 40/100

**Expected Attendance:** 315 people

**Event ID:** C347jk9ZNntqNMuG9d

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 126 across all properties

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