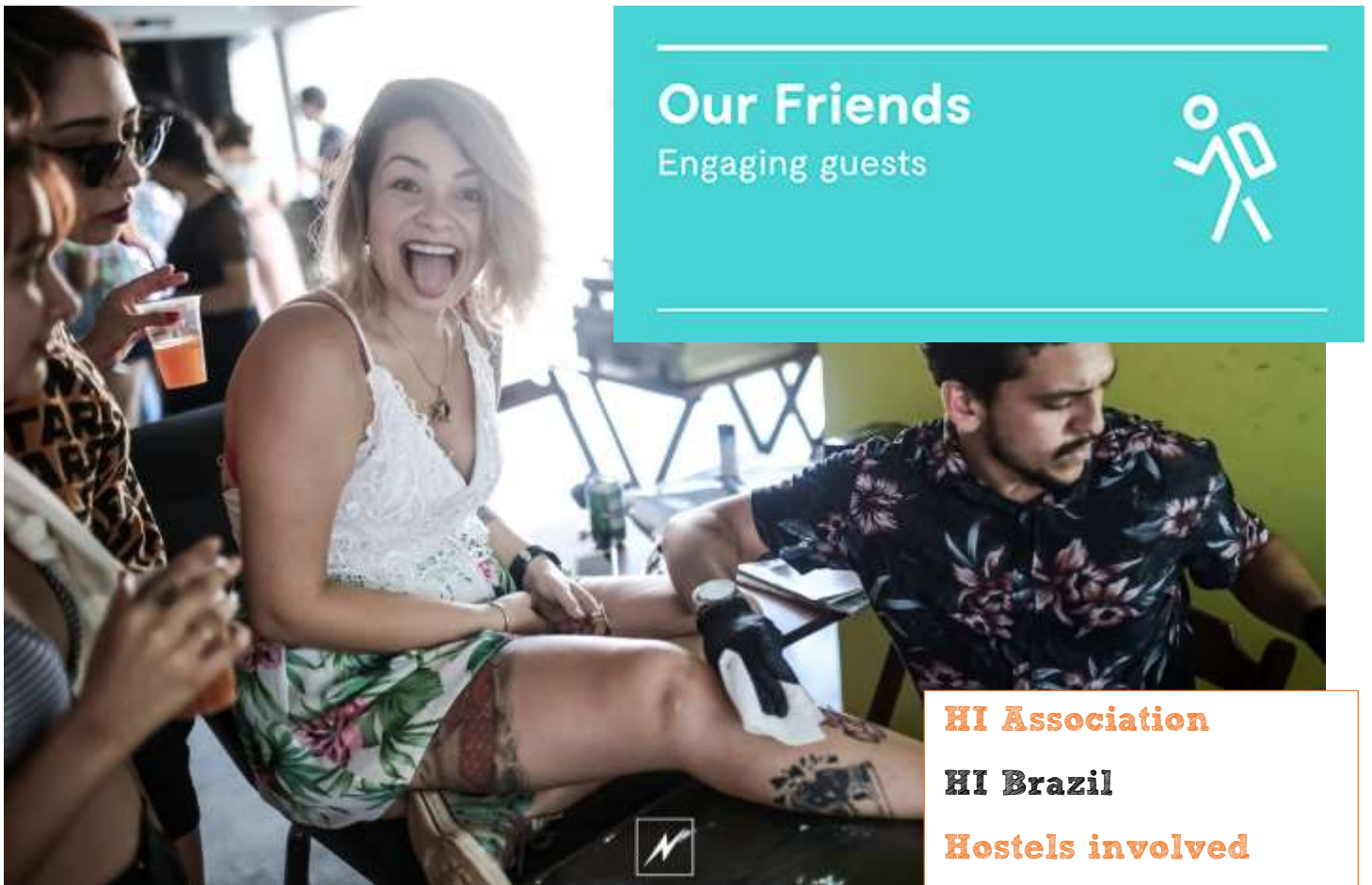


Toda Quarta Feira – Giving guests a taste of local culture



Our Friends

Engaging guests



HI Association

HI Brazil

Hostels involved

Hostel 7 Goiânia

SDG Contribution



Summary

Toda Quarta Feira, meaning every Wednesday, is a weekly event at Hostel 7 Goiânia where the guests, hostel staff and the local community are invited to socialize. Every week the event has a different theme in focus, such as for example games, arts or local food & drinks, providing locally brewed beer and local special dishes at a very affordable price. There is always music, either by a DJ or by local artists playing the guitar or even rapping – and of course enough space to dance. Sometimes there is a “feirinha” - a small market - where small-scale local businesses are invited to showcase and sell their products. And as the picture above shows, those interested can even have the opportunity to get a tattoo by a local tattoo artist! Taking place at the hostel’s colourful barbeque area next to the pool, the event has a lively Brazilian vibe and offers the guests a great opportunity to experience local culture.

Economic

Value for guests and locals

HI Mission

Social

People development

Community

Local culture

Environmental

Local products

Awareness



Objectives

Toda Quarta Feira is meant to offer the guests and the local community a social activity on an otherwise quiet Wednesday in Goiânia. Further, it is giving the local businesses and artists a stage to showcase their brands, products, art and music for everyone to enjoy. The hostel then becomes a social hub that more and more people get to know and where everyone is welcome. Another objective is



also to inspire and give ideas to the attendees on small things one can do to be more environmentally friendly. For example, instead of using disposable plastic cups as they did before (approx.. 200 per event!), the attendees now receive their own Toda Quarta Feira cup. If they bring this cup to the next event(s), they are rewarded with one beer for free.

Methodology

The event came into being as a collaboration between the staff and some of their friends who thought that the district in which the hostel is located had little to offer in the middle of the week and therefore wanted to do “something different”. They linked up with some local small-scale businesses, such as the local beer brewery, musicians, handicraft producers and tattoo artists, and hosted the event at the hostel. They experienced success the first time, and decided to make it into a weekly event with different themes every week – in order to provide the guests as well as the locals with a new unique and fun experience. The event has grown a lot since the first event last year, but it is still organized and run by the hostel staff’s friends, and it is all done on a voluntary basis.

In order to attract a wider scope of people to join the event, and also to make the event and hostel more known, there has been produced short videos from the events, and these together with a lot of photos are used for promotion in social media.



Technical details

Estimation of total number of participants per year:

- Guests: 520
- Staff: 104
- General public: 4160

Partners:

- Local Brewery (Colombina)
- Various artists and local small businesses
The features change every week.

Estimated cost of the project:

- Overall cost: 0
- Per participant: 5-15 BRL

How is your activity funded?

- % by external partners: 20
- % by the participants: 80

Human Resources - How many people are required to organise the activity?

- Number of staff members: 1
- Number of volunteers: 3

Human Resources - How many people are required to run the activity?

- Number of staff members: 1
- Number of volunteers: 3

What equipment is necessary to run the activity?

Sound system and facilities, kitchen, chairs and tables

Communication plan to find participants:

- Social media
- Web page
- Posters in the hostel
- Email to members
- Hostel staff promoting among guests
- Information given when checking in

Target audience:

- HI Members
- Guests
- General Public
- Staff
- Differently abled people

Reach: Local/Regional

Duration of the activity: 6 hours

Frequency: Weekly

How satisfied were the participants of the activity?: 100%

How satisfied were your partners of the activity?: 100%

How satisfied are you/the associations/the Hostels with the activity?: 100%

Risks: no risks involved other than low attendance.

Would you like to know more about this initiative?

Contact: André Perotto, Hostel Owner & Manager

Email: andre@hostel7.com.br

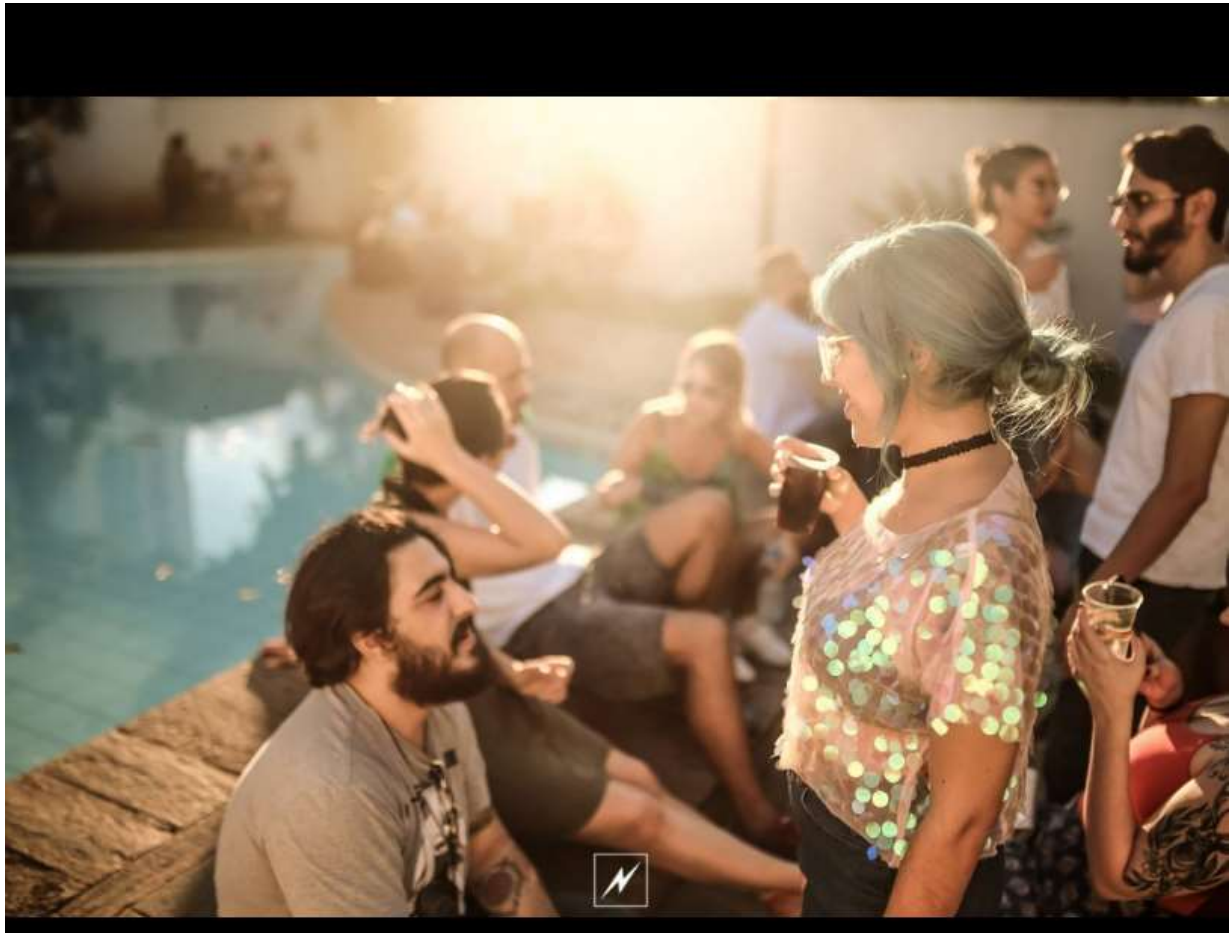
Follow HI Brazil on



Follow Toda Quarta Feira on



Follow the sustainable tourism through hostelling project of HI Brazil, HI Norway and FK Norway





Two of the local businesses that sometimes take part in Toda Quarta Feira:

The Elephant Print Store & Abacaxica



