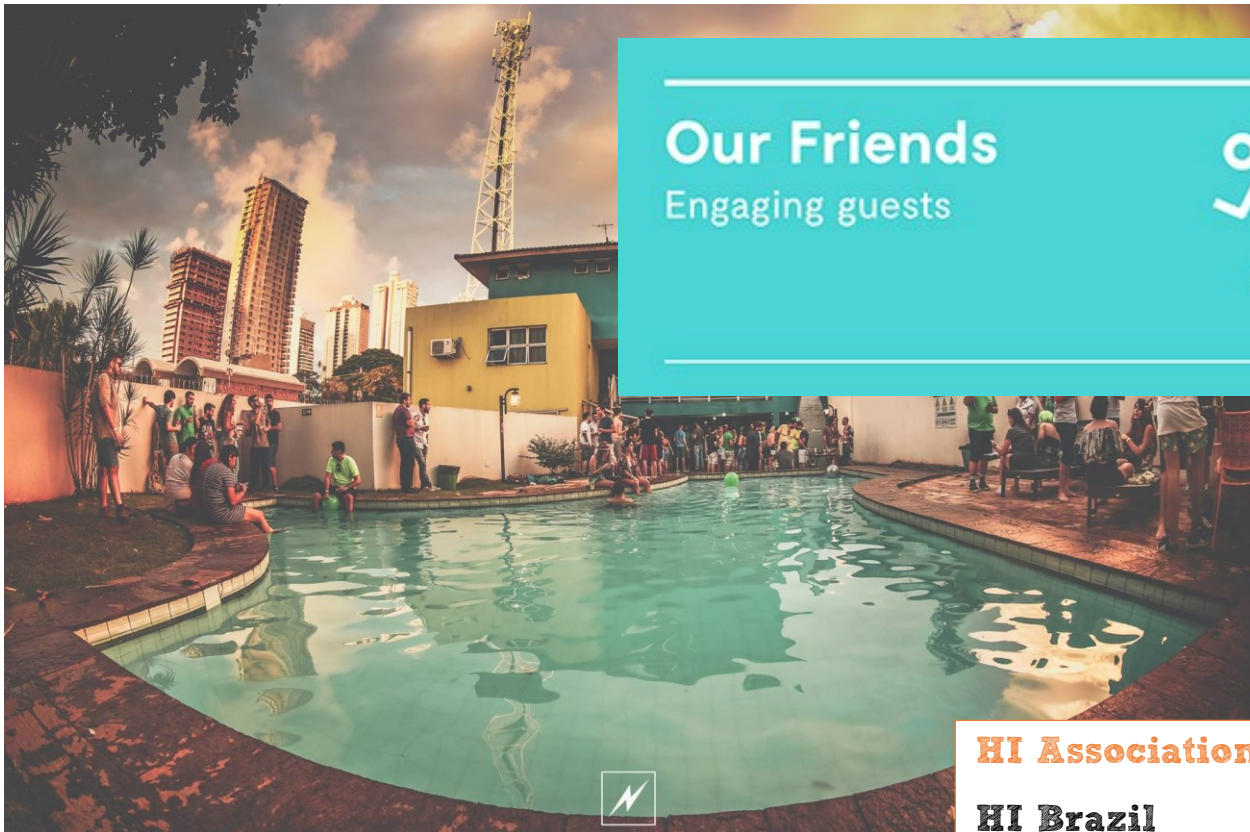


# Toda Quarta Feira - Every Wednesday



**Our Friends**  
Engaging guests



## Summary

Toda Quarta Feira is a weekly event where the guests, hostel's staff and the local community are invited to enjoy a mid-week social event. The event offers the guests a great opportunity to socialize with the local community, as well as an experience of local handicraft, music, food & drinks and even tattoo artists.

## Objectives

This event offers a win-win-win situation. The guests and the local community are offered a social activity on an otherwise quiet Wednesday evening in Goiânia. Local businesses and artists have a stage to showcase their brands, products and art/music for everyone to enjoy. The Hostel becomes a local hub where everyone is invited. And since the event is non-profit and requires no funding, there is little risk involved other than low attendance.

**HI Association**

**HI Brazil**

**Hostels involved**

**Hostel 7 Goiânia**

**SDG Contribution**



### Economic

Value for guests and locals

HI Mission

### Social

People development

Community

Local culture

### Environmental

Local products

Awareness



## Methodology

The event was born because of a few friends of the hostel' staff found that the district where the hostel is located had little to offer in the middle of the week. So they decided to try and hold this mid-week event at Hostel 7's beautiful pool and barbecue area.

They had such great success the first time that the event has grown into something very special, and attracts a lot of regular visitors as well as guests of the hostel.

The event is still solely organized and run by the group of friends voluntarily.

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**We are planning to promote the event having more focus on marketing and social media.**

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## 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

**Reach:** Local/Regional

**Duration of the activity:** 6 hours

**Frequency:** Weekly

### 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, chairs and tables

### Communication plan to find participants:

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

### Target audience:

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



**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:** None

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**Would you like to know more about this initiative?**

**Contact:** **André Perotto, Hostel Owner & Manager**

**Email:** [andre@hostel7.com.br](mailto:andre@hostel7.com.br)

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