



Campina Grande: The Biggest São João in the World

A Journey Through Brazil's Most Iconic June Festival

Werisson Mendonca

March 31, 2025

Every June, Campina Grande transforms into a sea of lights, music, and tradition, hosting the world's largest celebration of São João.

The Biggest São João in the World: Campina Grande celebrates northeastern culture with more than 500 attractions and in an even larger space. Full of forró, identity and cultural diversity, the 2024 edition of The Biggest São João in the World will take place in the new Parque do Povo, in Campina Grande, in celebration of the city's 160th anniversary. With the requalification of Parque do Povo, forró dancers will celebrate the June festivities in a space measuring more than 40,000 m², making it the largest edition ever. With more than 500 attractions, the event will last for 33 days, from May 29 to June 30, offering a festive celebration full of music and culture. In

addition to the performances on the Main Stage, visitors will be able to enjoy shows in the Districts, Forró Islands and Events Courtyard, totaling more than a thousand hours of entertainment. The expectation is a significant increase in attendance, with estimates indicating around 3 million visitors, representing a 20% increase over the previous year. In addition to the expanded area in Parque do Povo, the Biggest São João in the World will also feature the addition of another 15,000 m², resulting from the works that integrate the well-known Quartel General do Forró, to the new Parque Evaldo Cruz, offering more options and comfort, and reaffirming Campina Grande as the epicenter of northeastern art in one of the country's main cultural events.





