

17 AGO - Rota do Samba - Homenagem ao Mestre Candeira na Portelinha

DATE: Sunday, August 17, 2025
LOCATION: Osvaldo Cruz, Rio de Janeiro, BR

Event Description

17 AGO - Rota do Samba - Homenagem ao Mestre Candeira na Portelinha is a premier concerts event in Osvaldo Cruz. 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: concerts

Importance Rank: 40/100

Expected Attendance: 328 people

Event ID: HReQvddqymQpJXwTo3

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: 131 across all properties

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