

20 AGO - Rota do Samba - Terminando no Samba da Feira de Oswaldo Cruz - Todas às quartas

DATE: Wednesday, August 20, 2025
LOCATION: Oswaldo Cruz, Rio de Janeiro, BR

Event Description

20 AGO - Rota do Samba - Terminando no Samba da Feira de Oswaldo Cruz - Todas às quartas is a premier concerts event in Oswaldo 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: 36/100

Expected Attendance: 194 people

Event ID: 5s79risGCDAT5aVQrK

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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