

# AGYTO :::: FESTIVAL DE BEATS ::: Especial ANITTA ::::: MEGA OPEN BAR + OPEN BEATS

DATE: Friday, October 17, 2025  
LOCATION: Lapa, Rio de Janeiro, BR

---

## Event Description

AGYTO :::: FESTIVAL DE BEATS ::: Especial ANITTA ::::: MEGA OPEN BAR + OPEN BEATS is a premier festivals event in Lapa. 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:** festivals

**Importance Rank:** 39/100

**Expected Attendance:** 292 people

**Event ID:** 5pFBQgeeh2iKGu4oMA

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 117 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/agyto-festival-de-beats-especial-anitta-mega-open-bar-open-beats>

Document generated on 6/4/2026, 1:44:21 PM