

Amaterasu 7º edição (19/10)

DATE: Sunday, October 19, 2025
LOCATION: Centro, Rio de Janeiro, BR

Event Description

Amaterasu 7º edição (19/10) is a premier festivals event in Centro. 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: 44/100

Expected Attendance: 511 people

Event ID: APTyh5KLPoDnDgsUmQ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 204 across all properties

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