

# ANIVERSÁRIO DE 5 ANOS DO RAINNER | World Brasília

DATE: Saturday, August 23, 2025  
LOCATION: Zona Industrial, Distrito Federal, BR

## Event Description

ANIVERSÁRIO DE 5 ANOS DO RAINNER | World Brasília is a premier concerts event in Zona Industrial. 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:** 37/100

**Expected Attendance:** 223 people

**Event ID:** EshmFuvPkLxYEQ4Ert

## 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:** 89 across all properties

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