

AVANÇA VAREJO 2025 - EDIÇÃO RIO DE JANEIRO

DATE: Thursday, October 16, 2025
LOCATION: Rio de Janeiro, BR

Event Description

AVANÇA VAREJO 2025 - EDIÇÃO RIO DE JANEIRO is a premier conferences event in the region. 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: conferences

Importance Rank: 43/100

Expected Attendance: 438 people

Event ID: BDFpwJgZDTQ72yLTTK

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: 175 across all properties

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