

Baile Charme do Engenhão SDR

DATE: Sunday, August 31, 2025
LOCATION: Engenho de Dentro, Rio de Janeiro, BR

Event Description

Baile Charme do Engenhão SDR is a premier concerts event in Engenho de Dentro. 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: 41/100

Expected Attendance: 351 people

Event ID: DYhfzBbd2v9YhajPeq

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 140 across all properties

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