

BBQ AREAL

DATE: Saturday, August 30, 2025
LOCATION: Vila Adelaide, Rio de Janeiro, BR

Event Description

BBQ AREAL is a premier festivals event in Vila Adelaide. 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: 52/100

Expected Attendance: 1,203 people

Event ID: 4pf25DKcGXwGZpacbY

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 481 across all properties

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