

# Bday TH no Tabu

DATE: Sunday, August 24, 2025  
LOCATION: Mirante de Serra, Rio de Janeiro, BR

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## Event Description

Bday TH no Tabu is a premier concerts event in Mirante de Serra. 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:** 40/100

**Expected Attendance:** 323 people

**Event ID:** FDaTn5yV37MYexz5tw

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 129 across all properties

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

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