

Big Day - Setembro Amarelo | 3Km + Atividades

DATE: Sunday, September 28, 2025
LOCATION: Cosmorama, Rio de Janeiro, BR

Event Description

Big Day - Setembro Amarelo | 3Km + Atividades is a premier sports event in Cosmorama. 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: sports

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: BV4jhG64SCWqECBmX8

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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