

# BUZZFEST - SEGUNDA EDIÇÃO

DATE: Saturday, November 15, 2025  
LOCATION: Praça da Bandeira, Rio de Janeiro, BR

## Event Description

BUZZFEST - SEGUNDA EDIÇÃO is a premier festivals event in Praça da Bandeira. 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:** 44/100

**Expected Attendance:** 495 people

**Event ID:** 44ex5hyf8sn3CeyXVE

## 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:** 198 across all properties

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