Casa Aberta com Raiz Do Sana

DATE: Saturday, August 16, 2025
LOCATION: Jardim Sulacap, Rio de Janeiro, BR

Event Description

Casa Aberta com Raiz Do Sana is a premier concerts event in Jardim Sulacap. 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: 36/100
Expected Attendance: 190 people
Event ID: EvAvjMRyaK2ZCkAmeG

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 76 across all properties

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