

CASARÃO DO FIRMINO CONVIDA: MARVVILA

DATE: Friday, August 15, 2025
LOCATION: Lapa, Rio de Janeiro, BR

Event Description

CASARÃO DO FIRMINO CONVIDA: MARVVILA is a premier concerts event in Lapa. 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: 41/100

Expected Attendance: 372 people

Event ID: DyFYitsTjMGwKsh5Tk

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 149 across all properties

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