

Choro de Juçara convida Marcelo Bernardes - Casa do Choro

DATE: Thursday, August 21, 2025
LOCATION: Centro, Rio de Janeiro, BR

Event Description

Choro de Juçara convida Marcelo Bernardes - Casa do Choro is a premier concerts event in Centro. 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: 42/100

Expected Attendance: 392 people

Event ID: 6t9kj6KYH3Rp7nKFU6

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 157 across all properties

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