

# CHURRASCADA / OPEN BAR / BRUNNA OLIVEIRA / PEGA BEM / SAMBA BERMUDA E CERVEJA

DATE: Sunday, August 31, 2025  
LOCATION: Parque Duque, Rio de Janeiro, BR

## Event Description

CHURRASCADA / OPEN BAR / BRUNNA OLIVEIRA / PEGA BEM / SAMBA BERMUDA E CERVEJA is a premier concerts event in Parque Duque. 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:** 39/100

**Expected Attendance:** 282 people

**Event ID:** CHENTXqSkvVegDRbSU

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 113 across all properties

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