

CHURRASCADA / OPEN BAR / SAMBA BERMUDA E CERVEJA / PEGA BEM / RB / PAGONETTO

DATE: Sunday, August 17, 2025
LOCATION: Parque Duque, Rio de Janeiro, BR

Event Description

CHURRASCADA / OPEN BAR / SAMBA BERMUDA E CERVEJA / PEGA BEM / RB / PAGONETTO 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: Bn3vAmyYcWQv72EfWQ

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.