

Cine Jardim - Segura Malandro + Waldir Onofre Encena

DATE: Tuesday, October 7, 2025
LOCATION: Gamboa, Rio de Janeiro, BR

Event Description

Cine Jardim - Segura Malandro + Waldir Onofre Encena is a premier performing-arts event in Gamboa. 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: performing-arts
Importance Rank: 33/100
Expected Attendance: 147 people
Event ID: GdgdMJ5a6BrZ8SA562

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 59 across all properties

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