

Congresso de Manicures by Beauty Show - PF RJ

DATE: Monday, October 20, 2025
LOCATION: Cidade Nova, Rio de Janeiro, BR

Event Description

Congresso de Manicures by Beauty Show - PF RJ is a premier expos event in Cidade Nova. 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: expos

Importance Rank: 57/100

Expected Attendance: 2,289 people

Event ID: ASesTVtPetNa96fB5N

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 916 across all properties

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