

Coreia Fan Fest 3° Edição : BTS We connect to 7G

DATE: Sunday, September 14, 2025
LOCATION: Rio de Janeiro, Rio de Janeiro, BR

Event Description

Coreia Fan Fest 3° Edição : BTS We connect to 7G is a premier festivals event in Rio de Janeiro. 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: festivals

Importance Rank: 40/100

Expected Attendance: 300 people

Event ID: 3ajx6APPaEzB8XS3iQ

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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