

# CTRL+CAFÉ: 10 ANOS DE VIDA! (MASSAS LUIGI)

DATE: Sunday, November 2, 2025  
LOCATION: Centro, Rio de Janeiro, BR

## Event Description

CTRL+CAFÉ: 10 ANOS DE VIDA! (MASSAS LUIGI) is a premier conferences event in Centro. 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:** conferences

**Importance Rank:** 43/100

**Expected Attendance:** 427 people

**Event ID:** 3P5B53TJrwJ2ci9Nfk

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 171 across all properties

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