

# curol and Riascode

DATE: Tuesday, December 30, 2025  
LOCATION: Pôrto Seguro, BR

## Event Description

curol and Riascode is a premier concerts event in Pôrto Seguro. 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:** 49/100

**Expected Attendance:** 933 people

**Event ID:** 6KQJEGRenGr6BFH7Mt

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 373 across all properties

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