

DIA DAS CRIANÇAS - CASA DOS HORRORES

DATE: Saturday, October 11, 2025
LOCATION: Barra da Tijuca, Rio de Janeiro, BR

Event Description

DIA DAS CRIANÇAS - CASA DOS HORRORES is a premier performing-arts event in Barra da Tijuca. 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: 56/100

Expected Attendance: 1,997 people

Event ID: HPmWQmL8SLfmTSG6Tf

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: 799 across all properties

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