

# DIA DOS PROFESSORES - CASA DOS HORRORES

DATE: Wednesday, October 15, 2025  
LOCATION: Barra da Tijuca, Rio de Janeiro, BR

## Event Description

DIA DOS PROFESSORES - 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:** 57/100  
**Expected Attendance:** 2,218 people  
**Event ID:** 38MwPDiwKxLc9Sr3cS

## 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:** 887 across all properties

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