

# DIAZ, Tago, and Bia Marques

DATE: Friday, August 15, 2025  
LOCATION: Rio de Janeiro, BR

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## Event Description

DIAZ, Tago, and Bia Marques is a premier concerts 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:** concerts

**Importance Rank:** 54/100

**Expected Attendance:** 1,607 people

**Event ID:** 3q83N4bQA2GJ44FPCL

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 643 across all properties

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

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