

EducationUSA LL.M. Fair 2025 | Rio de Janeiro

DATE: Saturday, October 11, 2025
LOCATION: Copacabana, Rio de Janeiro, BR

Event Description

EducationUSA LL.M. Fair 2025 | Rio de Janeiro is a premier expos event in Copacabana. 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: expos

Importance Rank: 56/100

Expected Attendance: 2,061 people

Event ID: 9JFtqJTbJLHSEcERS

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: 824 across all properties

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