

# Encontro Abrasel no Recreio

DATE: Wednesday, October 22, 2025

LOCATION: Recreio dos Bandeirantes, Rio de Janeiro, BR

## Event Description

Encontro Abrasel no Recreio is a premier conferences event in Recreio dos Bandeirantes. 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:** conferences

**Importance Rank:** 41/100

**Expected Attendance:** 355 people

**Event ID:** BwmgVNyhCwkVrjPeqR

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 142 across all properties

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