

# Encontros Casuais - 28/08

DATE: Thursday, August 28, 2025

LOCATION: Rio de Janeiro, BR

## Event Description

Encontros Casuais - 28/08 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:** 42/100

**Expected Attendance:** 376 people

**Event ID:** 5pMsnpXB3QVWVKVqgd5

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 150 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/encontros-casuais-2808>

Document generated on 6/4/2026, 2:08:14 AM