

ERAM, MYLA, Dry, and Phill

DATE: Saturday, September 6, 2025

LOCATION: Rio de Janeiro, BR

Event Description

ERAM, MYLA, Dry, and Phill 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: 1,624 people

Event ID: HbW8ka39kWdwLTigUm

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: 650 across all properties

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