

ESPECIAL NIRVANA ACUSTICO MTV + CBJR

DATE: Saturday, August 23, 2025
LOCATION: Rio Madeira, Rondônia, BR

Event Description

ESPECIAL NIRVANA ACUSTICO MTV + CBJR is a premier concerts event in Rio Madeira. 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: 37/100

Expected Attendance: 227 people

Event ID: B6kz8TebHY2T2zWSon

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 91 across all properties

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