

EVENTO GUAPANIME: ANIMEVERSO

DATE: Sunday, January 18, 2026
LOCATION: Martha, Rio de Janeiro, BR

Event Description

EVENTO GUAPANIME: ANIMEVERSO is a premier expos event in Martha. 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: 37/100

Expected Attendance: 218 people

Event ID: 5722XdkaH2mFGhWQ2b

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: 87 across all properties

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