

Festa da Familia

DATE: Saturday, August 23, 2025
LOCATION: Parque Maracana, Minas Gerais, BR

Event Description

Festa da Familia is a premier concerts event in Parque Maracana. 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: 34/100

Expected Attendance: 163 people

Event ID: BExQh7JmVBEiXJLexZ

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 65 across all properties

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