

FESTA NA ROÇA - ORQUESTRANDO A VIDA

DATE: Saturday, August 23, 2025
LOCATION: Parque Conselheiro Tomaz Coelho, Rio de Janeiro, BR

Event Description

FESTA NA ROÇA - ORQUESTRANDO A VIDA is a premier concerts event in Parque Conselheiro Tomaz Coelho. 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: 36/100
Expected Attendance: 191 people
Event ID: AgP7QEQcfizD89JGqY

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: 76 across all properties

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