

Festival de Inverno Macaé apresenta: Armandinho & Raiz do Sana

DATE: Sunday, September 7, 2025
LOCATION: Novo Cavaleiros, Rio de Janeiro, BR

Event Description

Festival de Inverno Macaé apresenta: Armandinho & Raiz do Sana is a premier festivals event in Novo Cavaleiros. 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,070 people

Event ID: J4YDsuVKRLWvSPtpe5

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 428 across all properties

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