

Festival de pagode do fim de tarde

DATE: Sunday, September 21, 2025
LOCATION: Costazul, Rio de Janeiro, BR

Event Description

Festival de pagode do fim de tarde is a premier festivals event in Costazul. 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: 53/100

Expected Attendance: 1,372 people

Event ID: 74JDbvJWmy2cJJPC4h

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 549 across all properties

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