

# Festival de Pagode (Grande Final) | 22AGO (SEX) | Tô no Trabalho

DATE: Friday, August 22, 2025  
LOCATION: Costa Azul, Rio de Janeiro, BR

## Event Description

Festival de Pagode (Grande Final) | 22AGO (SEX) | Tô no Trabalho is a premier festivals event in Costa Azul. 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:** 50/100

**Expected Attendance:** 958 people

**Event ID:** HcNp6TSqTo7mjMZ3Z8

## 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:** 383 across all properties

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