

Festival Moto Brasil 2025

DATE: Thursday, September 4, 2025
LOCATION: Barra da Tijuca, Rio de Janeiro, BR

Event Description

Festival Moto Brasil 2025 is a premier expos event in Barra da Tijuca. 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: expos

Importance Rank: 70/100

Expected Attendance: 9,792 people

Event ID: 5P6swvMA4pyr8QuZqh

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,917 across all properties

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