

FESTIVAL SAMBA BRASILEIRO - LAPA/RJ: Motivo pra Beber, Samba da Dida, Iluaiê , Bota Dendê e MDFL!

DATE: Saturday, August 23, 2025
LOCATION: Centro, Rio de Janeiro, BR

Event Description

FESTIVAL SAMBA BRASILEIRO - LAPA/RJ: Motivo pra Beber, Samba da Dida, Iluaiê , Bota Dendê e MDFL! is a premier festivals event in Centro. 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: 43/100

Expected Attendance: 430 people

Event ID: XeXgxXUpQtH7uYMXjK

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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