

Festival VIRA PRO SOM

DATE: Saturday, November 22, 2025
LOCATION: Vila Meriti, Rio de Janeiro, BR

Event Description

Festival VIRA PRO SOM is a premier festivals event in Vila Meriti. 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: 40/100

Expected Attendance: 315 people

Event ID: 4eiWiVMCm8KZTWasxA

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 126 across all properties

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