

Fiesta ¡CHÉVERE! | 6 Anos de Festa | Sáb 23 agosto | Grátis até 00h |TAU

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

Event Description

Fiesta ¡CHÉVERE! | 6 Anos de Festa | Sáb 23 agosto | Grátis até 00h |TAU is a premier concerts event in Rio de Janeiro. 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: concerts

Importance Rank: 35/100

Expected Attendance: 180 people

Event ID: BXM7eNq6PqE36Yu4rF

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 72 across all properties

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