

Grand Tasting Niterói

DATE: Saturday, October 11, 2025
LOCATION: Niterói, Rio de Janeiro, BR

Event Description

Grand Tasting Niterói is a premier expos event in Niterói. 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: 49/100

Expected Attendance: 868 people

Event ID: BADQkSfBX6ok5rkVUX

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 347 across all properties

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