

GRUA FUNK FEST - Rogerinho do Querô - FULL OPEN BAR

DATE: Saturday, September 20, 2025
LOCATION: Duas Pedras, Rio de Janeiro, BR

Event Description

GRUA FUNK FEST - Rogerinho do Querô - FULL OPEN BAR is a premier festivals event in Duas Pedras. 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: 44/100

Expected Attendance: 519 people

Event ID: 4jnEBRLq4kXwFUNw5L

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: 208 across all properties

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