

HALLOWEEN BLACK JACK PUB - DESERT NIGHT

DATE: Friday, October 31, 2025
LOCATION: Aterrado, Rio de Janeiro, BR

Event Description

HALLOWEEN BLACK JACK PUB - DESERT NIGHT is a premier concerts event in Aterrado. 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: 40/100

Expected Attendance: 303 people

Event ID: 8zWK32SY7JsWZHmLRK

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: 121 across all properties

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