

IMAGINASAMBA NA ANTONELLA

DATE: Friday, August 15, 2025
LOCATION: Centro, Rio de Janeiro, BR

Event Description

IMAGINASAMBA NA ANTONELLA is a premier concerts event in Centro. 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: 52/100

Expected Attendance: 1,200 people

Event ID: 5Q8PbmN94ioXM7xk6R

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 480 across all properties

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