

IMUNDOS FEST #2

DATE: Saturday, August 16, 2025
LOCATION: Praça da Bandeira, Rio de Janeiro, BR

Event Description

IMUNDOS FEST #2 is a premier festivals event in Praça da Bandeira. 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: 40/100

Expected Attendance: 333 people

Event ID: GVBWSNYFcUV8tsaUJm

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: 133 across all properties

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