

INDEPENDÊNCIA OU ROCK | TBT ROCK BAR | BANDA MOUSEBEER | BANDA ROCK REVIVAL | KAUAI BARRA DA TIJUCA

DATE: Saturday, September 6, 2025
LOCATION: Barra da Tijuca, Rio de Janeiro, BR

Event Description

INDEPENDÊNCIA OU ROCK | TBT ROCK BAR | BANDA MOUSEBEER | BANDA ROCK REVIVAL | KAUAI BARRA DA TIJUCA is a premier concerts event in Barra da Tijuca. 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: 28/100
Expected Attendance: 80 people
Event ID: Wis3eYCy2VSxjdgjYh

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 32 across all properties

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