

João Martins e Marina Iris - 05 de setembro - sexta - no Beco do Rato!

DATE: Friday, September 5, 2025
LOCATION: Rio de Janeiro, BR

Event Description

João Martins e Marina Iris - 05 de setembro - sexta - no Beco do Rato! is a premier concerts event in Rio de Janeiro. 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: 331 people

Event ID: CWZwM27W3ML4YnZgZv

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: 132 across all properties

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