

LANÇAMENDO DO ENREDO 2026 - DRAGÕES DO RIO PARDO

DATE: Sunday, August 17, 2025
LOCATION: Centro, Rio Grande do Sul, BR

Event Description

LANÇAMENDO DO ENREDO 2026 - DRAGÕES DO RIO PARDO 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: 33/100

Expected Attendance: 137 people

Event ID: DXc8tLdoeaUkL4bDDk

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 55 across all properties

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