

Lançamento 7º Olhar do Norte - Exibição O Agente Secreto

DATE: Tuesday, September 16, 2025
LOCATION: Parque Dez de Novembro, Amazonas, BR

Event Description

Lançamento 7º Olhar do Norte - Exibição O Agente Secreto is a premier festivals event in Parque Dez de Novembro. 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: 37/100

Expected Attendance: 223 people

Event ID: C7Mhi3nKN7G5XZZcQE

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 89 across all properties

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