

LANÇAMENTO: Primeira Visitação na nova Fábrica do Brownie do Luiz!

DATE: Wednesday, October 8, 2025
LOCATION: Rio de Janeiro, BR

Event Description

LANÇAMENTO: Primeira Visitação na nova Fábrica do Brownie do Luiz! is a premier conferences event in the region. 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: conferences

Importance Rank: 36/100

Expected Attendance: 209 people

Event ID: 8a3PAYHiStUM79z5jG

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: 84 across all properties

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