

# LIGA MAIS EMEFARMA 2025 | MAKE A WISH

DATE: Saturday, September 27, 2025  
LOCATION: Engenho de Dentro, Rio de Janeiro, BR

## Event Description

LIGA MAIS EMEFARMA 2025 | MAKE A WISH is a premier expos event in Engenho de Dentro. 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:** expos

**Importance Rank:** 54/100

**Expected Attendance:** 1,518 people

**Event ID:** 3fjBRMppUiSX2etJ8f

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 607 across all properties

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