

# LOOK & REPLAY

DATE: Monday, August 25, 2025

LOCATION: Distrito Federal, BR

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## Event Description

LOOK & REPLAY is a premier expos 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:** expos

**Importance Rank:** 46/100

**Expected Attendance:** 597 people

**Event ID:** 7SpYGFBqFaRB9MqAqY

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 239 across all properties

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

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<https://becircadian.com/events/look-replay>

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