

# Lowlife, Facada, and N.W.77

DATE: Saturday, October 18, 2025

LOCATION: Brasilia, BR

## Event Description

Lowlife, Facada, and N.W.77 is a premier festivals event in Brasilia. 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:** 42/100

**Expected Attendance:** 395 people

**Event ID:** 8WBbGFhskSbeEzUQ9c

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 158 across all properties

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