

Maiza Lima - Festival Farra e Pizero

DATE: Saturday, August 23, 2025
LOCATION: Vila do Tinguá, Rio de Janeiro, BR

Event Description

Maiza Lima - Festival Farra e Pizero is a premier festivals event in Vila do Tinguá. 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: 36/100

Expected Attendance: 203 people

Event ID: HhUXXz8WMPDX8N7bjt

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: 81 across all properties

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