

# Malex, GVBX, and Morgana

DATE: Saturday, August 23, 2025

LOCATION: Rio de Janeiro, BR

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## Event Description

Malex, GVBX, and Morgana is a premier concerts event in Rio de Janeiro. 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:** concerts

**Importance Rank:** 54/100

**Expected Attendance:** 1,529 people

**Event ID:** xtTNfvVedGFA5R9nQ5

## 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:** 612 across all properties

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