

ME CHAMA DE POP - HALLOWEEN

DATE: Saturday, October 18, 2025
LOCATION: Botafogo, Rio de Janeiro, BR

Event Description

ME CHAMA DE POP - HALLOWEEN is a premier performing-arts event in Botafogo. 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: performing-arts

Importance Rank: 56/100

Expected Attendance: 1,897 people

Event ID: BGQMhejpnFMtwPPoQc

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 759 across all properties

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

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