

Monthly Happy Hour British Embassy

DATE: Friday, October 10, 2025
LOCATION: Cruzeiro Novo, Distrito Federal, BR

Event Description

Monthly Happy Hour British Embassy is a premier community event in Cruzeiro Novo. 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: community

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: FcLLmmSgrrCw2g3GMY

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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

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Document generated on 6/4/2026, 2:50:11 AM