

O Retorno - MPBier de casa nova!

DATE: Saturday, August 16, 2025

LOCATION: Residencial Santo Antonio I, Rio de Janeiro, BR

Event Description

O Retorno - MPBier de casa nova! is a premier concerts event in Residencial Santo Antonio I. 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: 34/100

Expected Attendance: 154 people

Event ID: HTPu56U87pvUa6TuQN

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 62 across all properties

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