

# OKTOBERFEST - 11/10 ROCK ANOS 80/90/2000

DATE: Saturday, October 11, 2025  
LOCATION: Barra da Tijuca, Rio de Janeiro, BR

## Event Description

OKTOBERFEST - 11/10 ROCK ANOS 80/90/2000 is a premier festivals event in Barra da Tijuca. 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:** 43/100

**Expected Attendance:** 451 people

**Event ID:** 9yi8ZoM8rf5cibKaEV

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 180 across all properties

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