

OKTOBERFEST - SERTANEJO 10/10 Metropolitano

DATE: Friday, October 10, 2025
LOCATION: Barra da Tijuca, Rio de Janeiro, BR

Event Description

OKTOBERFEST - SERTANEJO 10/10 Metropolitano 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: 39/100

Expected Attendance: 281 people

Event ID: Dsw6tqwyz6HxehRbQ

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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