

PINKSTONE ROCK FESTIVAL - 2a edição

DATE: Saturday, August 16, 2025
LOCATION: Recreio dos Bandeirantes, Rio de Janeiro, BR

Event Description

PINKSTONE ROCK FESTIVAL - 2a edição is a premier festivals event in Recreio dos Bandeirantes. 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: 42/100

Expected Attendance: 382 people

Event ID: EKr8rLRNKGskvK2xph

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 153 across all properties

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