

PINKSTONE ROCK FESTIVAL - 3a edição - 01/11

DATE: Saturday, November 1, 2025
LOCATION: Recreio dos Bandeirantes, Rio de Janeiro, BR

Event Description

PINKSTONE ROCK FESTIVAL - 3a edição - 01/11 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: 376 people
Event ID: Co6gS82MDSxgGbnvgh

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: 150 across all properties

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