

Playground: Disney | Full Open Bar + Game Zone | Estação Net Rio Botafogo

DATE: Saturday, August 23, 2025
LOCATION: Botafogo, Rio de Janeiro, BR

Event Description

Playground: Disney | Full Open Bar + Game Zone | Estação Net Rio Botafogo is a premier concerts event in Botafogo. 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: 38/100

Expected Attendance: 252 people

Event ID: BcxyR2qT4qX6gUDXmj

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 101 across all properties

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