

PORFIRIASOUND BY FRANÇA

DATE: Saturday, August 30, 2025
LOCATION: Porto do Carro, Rio de Janeiro, BR

Event Description

PORFIRIASOUND BY FRANÇA is a premier concerts event in Porto do Carro. 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: 47/100

Expected Attendance: 688 people

Event ID: Ab3Fw5JdY46BQ74RQJ

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 275 across all properties

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