

Pré Lançamento EP Diverso Sentir - Joao Marcello || Onda Produções

DATE: Thursday, August 14, 2025
LOCATION: Humaitá, Rio de Janeiro, BR

Event Description

Pré Lançamento EP Diverso Sentir - Joao Marcello || Onda Produções is a premier concerts event in Humaitá. 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: 37/100

Expected Attendance: 219 people

Event ID: DvxREknEfnfYtU6hzL

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 88 across all properties

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