

Prima Rock Festival - Edição Primavera

DATE: Saturday, November 8, 2025
LOCATION: Jardim Primavera, Rio de Janeiro, BR

Event Description

Prima Rock Festival - Edição Primavera is a premier festivals event in Jardim Primavera. 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: 41/100

Expected Attendance: 348 people

Event ID: DoMKxG8yam3ZSvZKhg

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 139 across all properties

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