

PROGRAMA 03 - LEMBRAR É CUIDAR DE QUEM NOS CUIDA

DATE: Sunday, September 28, 2025
LOCATION: Gamboa, Rio de Janeiro, BR

Event Description

PROGRAMA 03 - LEMBRAR É CUIDAR DE QUEM NOS CUIDA is a premier performing-arts event in Gamboa. 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: performing-arts

Importance Rank: 35/100

Expected Attendance: 174 people

Event ID: 85Jyr3iCA5V6yR2s8V

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 70 across all properties

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