

# Pulso Zero - Festa a Fantasia da Atlética da Universo

DATE: Thursday, November 6, 2025  
LOCATION: Niteroi, BR

## Event Description

Pulso Zero - Festa a Fantasia da Atlética da Universo is a premier concerts event in Niteroi. 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:** 58/100

**Expected Attendance:** 2,500 people

**Event ID:** 6TTczfBPaCix3wRobo

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,000 across all properties

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