

QUINTANEJA DO COLINDA (21/08) com Marina Júlia

DATE: Thursday, August 21, 2025
LOCATION: Barra da Tijuca, Rio de Janeiro, BR

Event Description

QUINTANEJA DO COLINDA (21/08) com Marina Júlia is a premier concerts event in Barra da Tijuca. 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: 30/100
Expected Attendance: 102 people
Event ID: 5x9PPD82UUKQ3SGLHx

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 41 across all properties

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