

# Rei e Rainha do Mar - Copacabana

DATE: Saturday, December 13, 2025  
LOCATION: Copacabana, Rio de Janeiro, BR

## Event Description

Rei e Rainha do Mar - Copacabana is a premier sports event in Copacabana. 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:** sports

**Importance Rank:** 34/100

**Expected Attendance:** 163 people

**Event ID:** G3dcK6G2giTHAr7Ew5

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 65 across all properties

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