

# RIO BLUES FESTIVAL COPACABANA 25 e 26 outubro

DATE: Saturday, October 25, 2025  
LOCATION: Copacabana, Rio de Janeiro, BR

## Event Description

RIO BLUES FESTIVAL COPACABANA 25 e 26 outubro is a premier festivals 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:** festivals

**Importance Rank:** 47/100

**Expected Attendance:** 695 people

**Event ID:** 68AFd8c7tpq72g3nv3

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 278 across all properties

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