

Rio Gastronomia 2025 - Paula Toller

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

Event Description

Rio Gastronomia 2025 - Paula Toller is a premier concerts event in Rio de Janeiro. 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: 45/100

Expected Attendance: 538 people

Event ID: Ga5S2766udVSWKs9K4

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 215 across all properties

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

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