

Rio Nippon 4ª Edição

DATE: Sunday, February 8, 2026
LOCATION: Rio de Janeiro, Rio de Janeiro, BR

Event Description

Rio Nippon 4ª Edição is a premier expos 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: expos

Importance Rank: 43/100

Expected Attendance: 443 people

Event ID: DPZawfXHKmjHhtV9Xk

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 177 across all properties

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