

Rockarioca Convida: Picassos Falsos + Katia Jorgensen (+ DJ Renato JkBx)

DATE: Thursday, August 14, 2025
LOCATION: Lapa, Rio de Janeiro, BR

Event Description

Rockarioca Convida: Picassos Falsos + Katia Jorgensen (+ DJ Renato JkBx) is a premier concerts event in Lapa. 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: 41/100

Expected Attendance: 343 people

Event ID: HoH6oPMGfHNLcgyzCL

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 137 across all properties

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