

ROCKTOBERFEST RIO DE JANEIRO - ATERRO DO FLAMENGO

DATE: Saturday, October 4, 2025
LOCATION: Glória, Rio de Janeiro, BR

Event Description

ROCKTOBERFEST RIO DE JANEIRO - ATERRO DO FLAMENGO is a premier festivals event in Glória. 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: 50/100

Expected Attendance: 996 people

Event ID: HSBpWuGcaKBQYk4jnV

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 398 across all properties

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