

# RODA DE SAMBA DO MAGAL NA ANTONELLA

DATE: Saturday, September 6, 2025  
LOCATION: Centro, Rio de Janeiro, BR

## Event Description

RODA DE SAMBA DO MAGAL NA ANTONELLA is a premier concerts event in Centro. 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:** 52/100

**Expected Attendance:** 1,200 people

**Event ID:** 9fLjH9zWJJJe62evNyK

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 480 across all properties

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