

Réveillon 2026 no Flutuante Rio

DATE: Wednesday, December 31, 2025

LOCATION: Urca, Rio de Janeiro, BR

Event Description

Réveillon 2026 no Flutuante Rio is a premier festivals event in Urca. 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: 39/100

Expected Attendance: 293 people

Event ID: 8MXj854raxFfegAA5V

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 117 across all properties

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