

RÉVEILLON 25/26 - CASTELO DE ITAIPAVA

DATE: Wednesday, December 31, 2025
LOCATION: Itaipava, Rio de Janeiro, BR

Event Description

RÉVEILLON 25/26 - CASTELO DE ITAIPAVA is a premier festivals event in Itaipava. 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: 46/100

Expected Attendance: 659 people

Event ID: EJPY9ndiwgKW09SPVk

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 264 across all properties

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