

# Samba do Passeio - Música, Cultura e Gastronomia

DATE: Sunday, October 5, 2025  
LOCATION: Lapa, Rio de Janeiro, BR

## Event Description

Samba do Passeio - Música, Cultura e Gastronomia 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:** 45/100

**Expected Attendance:** 536 people

**Event ID:** J5hyECA8VwRKScZoLp

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 214 across all properties

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