

# SAMBA FEST 2025 - CANCELADO

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

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## Event Description

SAMBA FEST 2025 - CANCELADO is a premier festivals event in Madureira. 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:** 36/100

**Expected Attendance:** 193 people

**Event ID:** 4hC2kb849xTi5tDofk

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 77 across all properties

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

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