

# SARAUS DA CARIOCA - Marcelo Caldi e Silvério Pontes - Casa do Choro

DATE: Wednesday, August 20, 2025  
LOCATION: Centro, Rio de Janeiro, BR

## Event Description

SARAUS DA CARIOCA - Marcelo Caldi e Silvério Pontes - Casa do Choro 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:** 42/100

**Expected Attendance:** 392 people

**Event ID:** 3iChueuatADTDehkbM

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 157 across all properties

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