

SESSÃO ÚNICA - ARCHITECTON, Viktor Kossakovsky - Cinesystem Caixa, Casapark

DATE: Wednesday, August 13, 2025
LOCATION: Zona Industrial, Distrito Federal, BR

Event Description

SESSÃO ÚNICA - ARCHITECTON, Viktor Kossakovsky - Cinesystem Caixa, Casapark is a premier performing-arts event in Zona Industrial. 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: performing-arts

Importance Rank: 25/100

Expected Attendance: 56 people

Event ID: ERh39rjyh57dbmg2pt

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 22 across all properties

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