

Sextou com Pagode apresenta NA FARRA com Bernado Mesquita

DATE: Friday, August 22, 2025
LOCATION: Rio, Rio de Janeiro, BR

Event Description

Sextou com Pagode apresenta NA FARRA com Bernado Mesquita is a premier concerts event in Rio. 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: 33/100

Expected Attendance: 135 people

Event ID: BPBMoGWQ9N4qmULYdt

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 54 across all properties

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