

TODO MUNDO NU Metal Festival | I Edição | Heavy Beer

DATE: Saturday, December 6, 2025
LOCATION: Praça da Bandeira, Rio de Janeiro, BR

Event Description

TODO MUNDO NU Metal Festival | I Edição | Heavy Beer is a premier festivals event in Praça da Bandeira. 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: 43/100

Expected Attendance: 451 people

Event ID: HD5ZXkFWXrAVJd9caQ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 180 across all properties

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