

Três a Varejo

DATE: Tuesday, October 7, 2025
LOCATION: Rio de Janeiro, Rio de Janeiro, BR

Event Description

Três a Varejo is a premier community event in Rio de Janeiro. 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: community
Importance Rank: 32/100
Expected Attendance: 132 people
Event ID: 4rbHxBk8zkEdsuRbea

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 53 across all properties

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