

UM BELO SÁBADO APRESENTA: SWING E SIMPATIA

DATE: Saturday, September 6, 2025
LOCATION: Recreio dos Bandeirantes, Rio de Janeiro, BR

Event Description

UM BELO SÁBADO APRESENTA: SWING E SIMPATIA is a premier concerts event in Recreio dos Bandeirantes. 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: 32/100
Expected Attendance: 124 people
Event ID: 36RwpXmzTTFyPSB67P

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: 50 across all properties

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