

# Up - Summer Eletrohits | OPEN BAR

DATE: Friday, August 15, 2025  
LOCATION: Barra da Tijuca, Rio de Janeiro, BR

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## Event Description

Up - Summer Eletrohits | OPEN BAR is a premier concerts event in Barra da Tijuca. 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:** 36/100

**Expected Attendance:** 199 people

**Event ID:** CQqru5DTa26EFWWxm8

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 80 across all properties

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

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