

# VAI DAT PT // DESAFIOS ALCOOLICOS // OPEN BAR // OPEN DRINKS

DATE: Saturday, August 16, 2025  
LOCATION: Santa Cruz, Rio de Janeiro, BR

---

## Event Description

VAI DAT PT // DESAFIOS ALCOOLICOS // OPEN BAR // OPEN DRINKS is a premier concerts event in Santa Cruz. 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:** 30/100

**Expected Attendance:** 103 people

**Event ID:** EZWXZnDrveqDY7zuCZ

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 41 across all properties

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

---