

Vanessa Da Mata and João Gomes

DATE: Friday, January 30, 2026

LOCATION: Rio de Janeiro, BR

Event Description

Vanessa Da Mata and João Gomes is a premier concerts event in the region. 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: 60/100

Expected Attendance: 3,094 people

Event ID: 7VnSjpsMLFLFc4eaRC

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,238 across all properties

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