

VEM COM 20\$ // OPEN BAR // OPEN DRINKS

DATE: Saturday, August 30, 2025
LOCATION: Santa Cruz, Rio de Janeiro, BR

Event Description

VEM COM 20\$ // 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: 83LYCnLamyVfDbU5MJ

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.

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<https://becircadian.com/events/vem-com-20-open-bar-open-drinks>

Document generated on 6/4/2026, 12:17:51 AM