

VNZX FEST (NOITE DE OPEN BAR) | PRIMEIRO DE NOV|22H

DATE: Saturday, November 1, 2025
LOCATION: Santa Cruz, Rio de Janeiro, BR

Event Description

VNZX FEST (NOITE DE OPEN BAR) | PRIMEIRO DE NOV|22H is a premier festivals 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: festivals

Importance Rank: 40/100

Expected Attendance: 317 people

Event ID: Cnd3r8rtHQyBwELxaf

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 127 across all properties

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