

03 to 07/10: Heat wave alert for the Midwest and Southeast of Brazil

DATE: Friday, October 3, 2025
LOCATION: Mato Grosso do Sul, BR

Event Description

03 to 07/10: Heat wave alert for the Midwest and Southeast of Brazil is a premier severe-weather 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: severe-weather

Importance Rank: 13/100

Expected Attendance: 10,000 people

Event ID: 7DgvZsusCWjb4Cfwbe

Hotel Demand Indicators

ADR Impact Index: 2.6x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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