

1 Ano The Sócias - Santa Catarina

DATE: Thursday, September 25, 2025
LOCATION: Glória, Santa Catarina, BR

Event Description

1 Ano The Sócias - Santa Catarina is a premier conferences event in Glória. 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: conferences

Importance Rank: 39/100

Expected Attendance: 284 people

Event ID: 5wmyng3xAf6gdYB2MC

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 114 across all properties

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