

12/10 (DOMINGO) - VOU PAGODIAR - OKTOBERFEST

DATE: Sunday, October 12, 2025
LOCATION: União, Rio Grande do Sul, BR

Event Description

12/10 (DOMINGO) - VOU PAGODIAR -OKTOBERFEST is a premier festivals event in União. 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: 38/100

Expected Attendance: 254 people

Event ID: AwdakYLLTM5ccfNCLd

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 102 across all properties

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