

16.08 - CERVEJADA DOS CALOUROS - GREENFALL

DATE: Saturday, August 16, 2025
LOCATION: Bom Jesus, Santa Catarina, BR

Event Description

16.08 - CERVEJADA DOS CALOUROS - GREENFALL is a premier concerts event in Bom Jesus. 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: 101 people
Event ID: HfGeYjLPzUHGtU6B2r

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: 40 across all properties

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

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Document generated on 6/4/2026, 2:40:35 AM