

# 20-23/09: Severe thunderstorm warning for northern Argentina and southeastern Brazil

DATE: Friday, September 19, 2025  
LOCATION: Rio Grande do Sul, BR

## Event Description

20-23/09: Severe thunderstorm warning for northern Argentina and southeastern 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:** 44/100

**Expected Attendance:** 10,000 people

**Event ID:** 8JvDqZb9Qf9vufv53L

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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.*