

20-26/10: Heavy rain and flooding alert for the eastern Brazilian state of Bahia

DATE: Sunday, October 19, 2025
LOCATION: Bahia, BR

Event Description

20-26/10: Heavy rain and flooding alert for the eastern Brazilian state of Bahia 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: DPp7VaZsi2JT7XxruE

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.