

CEO Talks Novale

DATE: Tuesday, October 21, 2025
LOCATION: Três Rios do Sul, Santa Catarina, BR

Event Description

CEO Talks Novale is a premier conferences event in Três Rios do Sul. 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: 36/100

Expected Attendance: 204 people

Event ID: 9U3Sr5FiNTkRjb8gKd

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 82 across all properties

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