

Closer To The Rush

DATE: Friday, September 5, 2025
LOCATION: Florianópolis, Santa Catarina, BR

Event Description

Closer To The Rush is a premier community event in Florianópolis. 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: community
Importance Rank: 43/100
Expected Attendance: 450 people
Event ID: DT2yMQBeh3CsZKuMSU

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 180 across all properties

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