

DESAFIO JOTA RACING

DATE: Friday, December 19, 2025
LOCATION: Nova Esperança, Santa Catarina, BR

Event Description

DESAFIO JOTA RACING is a premier sports event in Nova Esperança. 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: sports

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: ASphA82rXTHCkZ8ru6

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 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.