

DESPERTA PME

DATE: Tuesday, November 18, 2025
LOCATION: Monte Verde, Santa Catarina, BR

Event Description

DESPERTA PME is a premier conferences event in Monte Verde. 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: 40/100
Expected Attendance: 333 people
Event ID: 8pVRo7JraoaFeYydds

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 133 across all properties

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