

DESPERTAR Innovation Day 2025

DATE: Saturday, August 16, 2025
LOCATION: São Geraldo, Rio Grande do Sul, BR

Event Description

DESPERTAR Innovation Day 2025 is a premier conferences event in São Geraldo. 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: 43/100

Expected Attendance: 442 people

Event ID: FoNcMMRG8epN6VPVsp

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: 177 across all properties

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