

Destak do Samba + Gustavo Wippel + Francis + Atrações

DATE: Saturday, August 23, 2025
LOCATION: Nova Esperança, Santa Catarina, BR

Event Description

Destak do Samba + Gustavo Wippel + Francis + Atrações is a premier concerts 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: concerts

Importance Rank: 34/100

Expected Attendance: 160 people

Event ID: 98iWi3WZXKKDXygxBN

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 64 across all properties

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