

Dia das Crianças no Rancho

DATE: Sunday, October 12, 2025
LOCATION: Ribeirão da Ilha, Santa Catarina, BR

Event Description

Dia das Crianças no Rancho is a premier expos event in Ribeirão da Ilha. 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: expos

Importance Rank: 44/100

Expected Attendance: 494 people

Event ID: GjVBr6CDofjawsfkMK

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: 198 across all properties

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