

Ella Lidera 2025 - Flores da Cunha

DATE: Saturday, November 8, 2025
LOCATION: São José, Rio Grande do Sul, BR

Event Description

Ella Lidera 2025 - Flores da Cunha is a premier conferences event in São José. 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: 44/100

Expected Attendance: 530 people

Event ID: CRMTf9L4ZaEzNTEPyo

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: 212 across all properties

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

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