

# Festival Floriô - Primavera Musical

DATE: Saturday, September 20, 2025  
LOCATION: Nova Esperança, Santa Catarina, BR

## Event Description

Festival Floriô - Primavera Musical is a premier festivals 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:** festivals

**Importance Rank:** 46/100

**Expected Attendance:** 654 people

**Event ID:** 7eDk4PhrgTyzRupNC7

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 262 across all properties

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