

Funk Como Le Gusta and Paula Lima

DATE: Saturday, September 13, 2025

LOCATION: Florianópolis, BR

Event Description

Funk Como Le Gusta and Paula Lima is a premier concerts event in Florianópolis. 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: 54/100

Expected Attendance: 1,604 people

Event ID: G4JgGKAvZ7bshkXhVV

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 642 across all properties

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