

# Gaúcho 2 - Final - Novo Hamburgo vs Inter Santa Maria

DATE: Saturday, August 30, 2025  
LOCATION: Santa Maria, Rio Grande do Sul, BR

## Event Description

Gaúcho 2 - Final - Novo Hamburgo vs Inter Santa Maria is a premier sports event in Santa Maria, Rio Grande do Sul. 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:** sports

**Importance Rank:** 60/100

**Expected Attendance:** 2,992 people

**Event ID:** 8iCxioakgfoqY2sQQM

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,197 across all properties

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