

Gaúcho 2 - Semi-finals - Veranópolis vs Inter Santa Maria

DATE: Sunday, August 17, 2025
LOCATION: Santa Maria, Rio Grande do Sul, BR

Event Description

Gaúcho 2 - Semi-finals - Veranópolis 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: 63/100

Expected Attendance: 4,388 people

Event ID: HJ3r7C5UnzS9Waupet

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,755 across all properties

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