

Giro pelo Rio Grande - SANTA MARIA

DATE: Tuesday, September 2, 2025

LOCATION: Nossa Senhora do Perpetuo Socorro, Rio Grande do Sul, BR

Event Description

Giro pelo Rio Grande - SANTA MARIA is a premier conferences event in Nossa Senhora do Perpetuo Socorro. 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: 37/100

Expected Attendance: 212 people

Event ID: HFCYGPH8sVoQANuJ7T

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 85 across all properties

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

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