

# Gran Concierto Ideal Fest

DATE: Saturday, October 18, 2025

LOCATION: Nossa Senhora do Rosario, Santa Catarina, BR

## Event Description

Gran Concierto Ideal Fest is a premier festivals event in Nossa Senhora do Rosario. 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:** 39/100

**Expected Attendance:** 289 people

**Event ID:** 46osGMWbWC22eojMBJ

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 116 across all properties

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