

Imersão Lar Transformado

DATE: Saturday, August 23, 2025
LOCATION: Santa Maria, São Paulo, BR

Event Description

Imersão Lar Transformado is a premier conferences event in Santa Maria. 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: 38/100

Expected Attendance: 264 people

Event ID: F2h3XsqUDiP5SEXF7h

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 106 across all properties

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