Jornada Rosa - Um Encontro de Mulheres Pela Vida

DATE: Thursday, October 30, 2025
LOCATION: Centro, Santa Catarina, BR

Event Description

Jornada Rosa - Um Encontro de Mulheres Pela Vida is a premier conferences event in Centro. 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: 40/100
Expected Attendance: 314 people
Event ID: ASpRCW7Hwr7pLdJy3b

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 126 across all properties

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