

Locally marked thunderstorm episode in the Southeast of Brazil

DATE: Thursday, October 9, 2025
LOCATION: Rio Grande do Sul, BR

Event Description

Locally marked thunderstorm episode in the Southeast of Brazil is a premier severe-weather event in the region. 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: severe-weather
Importance Rank: 29/100
Expected Attendance: 10,000 people
Event ID: Fq2ydeqaKGwAtmekNz

Hotel Demand Indicators

ADR Impact Index: 4.0x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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