

Maratona dos Vinhos - Vale dos Vinhedos

DATE: Saturday, February 7, 2026
LOCATION: Centro, Rio Grande do Sul, BR

Event Description

Maratona dos Vinhos - Vale dos Vinhedos is a premier sports 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: sports

Importance Rank: 30/100

Expected Attendance: 102 people

Event ID: AKKUMFqvc4HWejE5kw

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 41 across all properties

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