

# Meia Maratona de Canoinhas

DATE: Sunday, December 7, 2025  
LOCATION: Centro, Santa Catarina, BR

## Event Description

Meia Maratona de Canoinhas 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:** 33/100

**Expected Attendance:** 141 people

**Event ID:** 6LmNKTf3sZVTVnqtCc

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 56 across all properties

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