

Mercopar 2025

DATE: Monday, October 13, 2025
LOCATION: Nossa Senhora da Saúde, Rio Grande do Sul, BR

Event Description

Mercopar 2025 is a premier expos event in Nossa Senhora da Saúde. 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: expos

Importance Rank: 62/100

Expected Attendance: 3,938 people

Event ID: 3e8TSjzGF8k9bLZ2A6

Hotel Demand Indicators

ADR Impact Index: 6.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,575 across all properties

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