

# OktoberTech 2025: Abertura: Smart Cities

DATE: Tuesday, October 14, 2025  
LOCATION: Itoupava Norte, Santa Catarina, BR

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## Event Description

OktoberTech 2025: Abertura: Smart Cities is a premier conferences event in Itoupava Norte. 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:** 43/100

**Expected Attendance:** 469 people

**Event ID:** 56fpXWXfk7ps4KxMFq

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 188 across all properties

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

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