

PINTA + FOOD HALL COUNTRY | ESPECIAL TAYLOR SWIFT

DATE: Friday, October 3, 2025
LOCATION: Passo d'Areia, Rio Grande do Sul, BR

Event Description

PINTA + FOOD HALL COUNTRY | ESPECIAL TAYLOR SWIFT is a premier expos event in Passo d'Areia. 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: 41/100

Expected Attendance: 364 people

Event ID: Ajic4G5SxYKQJVHTfm

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 146 across all properties

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