

# REFRESCO FEST 2025

DATE: Saturday, November 8, 2025  
LOCATION: Barra do Aririu, Santa Catarina, BR

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## Event Description

REFRESCO FEST 2025 is a premier festivals event in Barra do Aririu. 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:** festivals

**Importance Rank:** 46/100

**Expected Attendance:** 641 people

**Event ID:** HswGSJTReajWpuLZTm

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 256 across all properties

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

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