

# Roadshow SC MAIS INOVAÇÃO Ignition Startup - Blumenau/SC

DATE: Monday, October 13, 2025  
LOCATION: Itoupava Seca, Santa Catarina, BR

## Event Description

Roadshow SC MAIS INOVAÇÃO Ignition Startup - Blumenau/SC is a premier conferences event in Itoupava Seca. 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:** 40/100

**Expected Attendance:** 333 people

**Event ID:** A3aVKL5AFam2mssiKa

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 133 across all properties

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