

Rodada de Negócios 2025 | Litoral

DATE: Tuesday, November 18, 2025
LOCATION: Zona Nova, Rio Grande do Sul, BR

Event Description

Rodada de Negócios 2025 | Litoral is a premier conferences event in Zona Nova. 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: 36/100

Expected Attendance: 209 people

Event ID: 3iURww3pzp7fhLoQZs

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 84 across all properties

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