

Réveillon Sublime Shey Joaquina

DATE: Wednesday, December 31, 2025
LOCATION: Lagoa da Conceição, Santa Catarina, BR

Event Description

Réveillon Sublime Shey Joaquina is a premier festivals event in Lagoa da Conceição. 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: 40/100

Expected Attendance: 323 people

Event ID: 53PdqqJMUw74cfjhEw

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: 129 across all properties

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