

Se Joga na Maré - 2a Ed.

DATE: Saturday, October 4, 2025

LOCATION: Ingleses do Rio Vermelho, Santa Catarina, BR

Event Description

Se Joga na Maré - 2a Ed. is a premier expos event in Ingleses do Rio Vermelho. 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: 47/100

Expected Attendance: 695 people

Event ID: AAAmkzkb8asUaHJ6wg

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 278 across all properties

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

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