

# Sessão ESPECIAL HALLOWEEN - Cúpula

## 19h30min

DATE: Friday, October 31, 2025  
LOCATION: Santana, Rio Grande do Sul, BR

### Event Description

Sessão ESPECIAL HALLOWEEN - Cúpula 19h30min is a premier performing-arts event in Santana. 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:** performing-arts  
**Importance Rank:** 30/100  
**Expected Attendance:** 98 people  
**Event ID:** FMVraYNSEges67amXC

### Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 39 across all properties

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