

Severe thunderstorms and hail in northeastern Argentina, Paraguay and southeastern Brazil

DATE: Friday, September 19, 2025
LOCATION: Santa Fe, AR

Event Description

Severe thunderstorms and hail in northeastern Argentina, Paraguay and southeastern Brazil is a premier severe-weather event in the region. 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: severe-weather
Importance Rank: 44/100
Expected Attendance: 10,000 people
Event ID: AYTBPJMBfKFHmTnmGv

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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