

Significant flooding in the Brazilian state of Rio Grande do Sul

DATE: Friday, August 22, 2025
LOCATION: Rio Grande do Sul, BR

Event Description

Significant flooding in the Brazilian state of Rio Grande do Sul 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: 29/100

Expected Attendance: 10,000 people

Event ID: 3i7K6mNKLywVU8qL7X

Hotel Demand Indicators

ADR Impact Index: 4.0x 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.