

Smart Business HUB

DATE: Thursday, August 21, 2025
LOCATION: Ponta Aguda, Santa Catarina, BR

Event Description

Smart Business HUB is a premier conferences event in Ponta Aguda. 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: conferences

Importance Rank: 41/100

Expected Attendance: 359 people

Event ID: 4qPAyNtbMbbbkRzbDh

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 144 across all properties

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