

SUPERECONTRO DO CONHECIMENTO AUTOMOTIVO NOVO HAMBURGO

DATE: Thursday, October 16, 2025
LOCATION: Primavera, Rio Grande do Sul, BR

Event Description

SUPERECONTRO DO CONHECIMENTO AUTOMOTIVO NOVO HAMBURGO is a premier conferences event in Primavera. 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: 39/100

Expected Attendance: 280 people

Event ID: EnDA5jDtd29qjjm65R

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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