

Ultra da Gratidão

DATE: Sunday, December 14, 2025
LOCATION: Santa Terezinha, Bahia, BR

Event Description

Ultra da Gratidão is a premier sports event in Santa Terezinha. 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: sports

Importance Rank: 35/100

Expected Attendance: 174 people

Event ID: 7ZfW86iS6Y4UUJ8DjR

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 70 across all properties

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