

Vallora Talks 2025

DATE: Friday, August 15, 2025
LOCATION: Sertão do Maruim, Santa Catarina, BR

Event Description

Vallora Talks 2025 is a premier conferences event in Sertão do Maruim. 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: 42/100

Expected Attendance: 421 people

Event ID: F2Kv5wPyr3xobYbCgT

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 168 across all properties

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