

# VRB CLUB - Estrutura comercial - Como vender de forma consistente e inteligente.

DATE: Monday, October 6, 2025  
LOCATION: Vila Moema, Santa Catarina, BR

## Event Description

VRB CLUB - Estrutura comercial - Como vender de forma consistente e inteligente. is a premier conferences event in Vila Moema. 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:** 37/100

**Expected Attendance:** 231 people

**Event ID:** AFBBfGqJp35cVmoKBN

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 92 across all properties

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