

# Windy weather causes damage in southeast Brazil

DATE: Friday, October 17, 2025  
LOCATION: Santa Catarina, BR

## Event Description

Windy weather causes damage in southeast Brazil is a premier severe-weather event in the region. 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:** severe-weather  
**Importance Rank:** 13/100  
**Expected Attendance:** 10,000 people  
**Event ID:** 7YTEAZ8ue7bs6HEo2R

## Hotel Demand Indicators

**ADR Impact Index:** 2.6x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 30 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 4,000 across all properties

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