

Arena Trend

DATE: Thursday, September 11, 2025
LOCATION: Cidade Gerardo Cristino de Menezes, Ceará, BR

Event Description

Arena Trend is a premier conferences event in Cidade Gerardo Cristino de Menezes. 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: 36/100

Expected Attendance: 199 people

Event ID: EGwF4VTUP4ShvhUC26

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: 80 across all properties

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