

BDAY UP2! 3 anos

DATE: Saturday, August 16, 2025
LOCATION: Praia de Cumbuco, Ceará, BR

Event Description

BDAY UP2! 3 anos is a premier concerts event in Praia de Cumbuco. 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: concerts

Importance Rank: 47/100

Expected Attendance: 699 people

Event ID: 96Q5cFKU9VLLb4TQuD

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 280 across all properties

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