

# Black Coffee and MAXI MERAKI

DATE: Friday, September 5, 2025  
LOCATION: Braga, PT

## Event Description

Black Coffee and MAXI MERAKI is a premier festivals event in Braga. 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:** festivals

**Importance Rank:** 56/100

**Expected Attendance:** 2,086 people

**Event ID:** 9SbahNa2Qq8X7zMVns

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 834 across all properties

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