

# CINEMA & MÚSICA: CHICO SCIENCE

DATE: Saturday, September 6, 2025

LOCATION: Pajuçara, Alagoas, BR

## Event Description

CINEMA & MÚSICA: CHICO SCIENCE is a premier performing-arts event in Pajuçara. 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:** performing-arts

**Importance Rank:** 33/100

**Expected Attendance:** 147 people

**Event ID:** 9dUXtrDDf3tXe3b9dP

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 59 across all properties

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