

# DOWNWIND RUN

DATE: Saturday, September 27, 2025  
LOCATION: Praia de Cumbuco, Ceará, BR

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## Event Description

DOWNWIND RUN is a premier sports 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:** sports

**Importance Rank:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** FbuCBzQARG7VV3iPU6

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 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.*

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