

# Heart Awakening : Cacao Ceremony with a purpose

DATE: Saturday, September 13, 2025  
LOCATION: Cambridge, England, GB

---

## Event Description

Heart Awakening : Cacao Ceremony with a purpose is a premier conferences event in Cambridge. 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:** 38/100

**Expected Attendance:** 250 people

**Event ID:** GPCt7E2ntE45988WGA

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 100 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/heart-awakening-cacao-ceremony-with-a-purpose>

Document generated on 6/4/2026, 6:15:42 AM