

Imersão Iceberg black

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

Event Description

Imersão Iceberg black is a premier conferences event in Praia de Iracema. 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: 41/100

Expected Attendance: 362 people

Event ID: E7V9kf664Td2RqGwsm

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 145 across all properties

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