

ME ADORA NX FEST

DATE: Saturday, August 23, 2025
LOCATION: Santos Dumont, Sergipe, BR

Event Description

ME ADORA NX FEST is a premier festivals event in Santos Dumont. 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: 35/100

Expected Attendance: 183 people

Event ID: Gkm8wRJmC2S6mpUxsE

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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

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