

# Moderate Delays - Aracaju Santa Maria Airport (AJU)

DATE: Friday, October 31, 2025  
LOCATION: Aracaju, BR

## Event Description

Moderate Delays - Aracaju Santa Maria Airport (AJU) is a premier airport-delays event in Aracaju. 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:** airport-delays

**Importance Rank:** 20/100

**Expected Attendance:** 10,000 people

**Event ID:** 34AsgTGgxSaXq2t9VL

## Hotel Demand Indicators

**ADR Impact Index:** 3.2x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 30 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.*