

# Molecules4Life

DATE: Wednesday, September 10, 2025

LOCATION: Vila Real, Vila Real, PT

---

## Event Description

Molecules4Life is a premier conferences event in Vila Real. 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:** 40/100

**Expected Attendance:** 307 people

**Event ID:** AhVEd9MU4qF6BVzdUd

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 123 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/molecules4life>

Document generated on 6/3/2026, 9:07:15 PM