

# MORADA

DATE: Friday, December 19, 2025  
LOCATION: Canindé, São Paulo, BR

## Event Description

MORADA is a premier festivals event in Canindé. 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:** 53/100

**Expected Attendance:** 1,414 people

**Event ID:** 9keVnjab8q2VrYuZAq

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 566 across all properties

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