

Noite de Jogos do Presto Jogos - Na Rota Oriental

DATE: Saturday, September 13, 2025
LOCATION: Aurora, Pernambuco, BR

Event Description

Noite de Jogos do Presto Jogos - Na Rota Oriental is a premier expos event in Aurora. 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: expos

Importance Rank: 47/100

Expected Attendance: 670 people

Event ID: ASY6Qd5DdjmuFDJcTJ

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 268 across all properties

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