

# Pequod Talks Fortaleza

DATE: Wednesday, August 20, 2025

LOCATION: Ceará, Ceará, BR

## Event Description

Pequod Talks Fortaleza is a premier conferences event in Ceará. 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:** 37/100

**Expected Attendance:** 216 people

**Event ID:** 6VVU5wLWsNqU969j9D

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 86 across all properties

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