

Road Show BMG - JUAZEIRO DO NORTE

DATE: Wednesday, November 5, 2025
LOCATION: Lagoa Seca, Ceará, BR

Event Description

Road Show BMG - JUAZEIRO DO NORTE is a premier conferences event in Lagoa Seca. 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: 315 people

Event ID: EoHeYHZ5eqC497cZqG

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: 126 across all properties

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