

Royal Move Aracruz

DATE: Thursday, October 2, 2025
LOCATION: Jardins, Espírito Santo, BR

Event Description

Royal Move Aracruz is a premier conferences event in Jardins. 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: 41/100
Expected Attendance: 356 people
Event ID: BC8ib8vYXac9JNDVJZ

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 142 across all properties

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