

Severe Delays - Campina Grande Joao Suassuna Airport (CPV)

DATE: Tuesday, September 9, 2025
LOCATION: Campina Grande, BR

Event Description

Severe Delays - Campina Grande Joao Suassuna Airport (CPV) is a premier airport-delays event in Campina Grande. 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: airport-delays

Importance Rank: 90/100

Expected Attendance: 10,000 people

Event ID: 3VWvAUFnnB9WpGN2E3

Hotel Demand Indicators

ADR Impact Index: 9.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 180 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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