

# A Última Ceia - A Páscoa em mim

DATE: Friday, October 17, 2025  
LOCATION: Centro, São Paulo, BR

## Event Description

A Última Ceia - A Páscoa em mim is a premier performing-arts event in Centro. 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:** performing-arts

**Importance Rank:** 24/100

**Expected Attendance:** 50 people

**Event ID:** 7KuwWtjcEVX2aTSLhS

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 20 across all properties

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