

Ceia de Natal do Novotel Morumbi

DATE: Wednesday, December 24, 2025
LOCATION: Vila Tramontano, São Paulo, BR

Event Description

Ceia de Natal do Novotel Morumbi is a premier festivals event in Vila Tramontano. 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: festivals

Importance Rank: 42/100

Expected Attendance: 412 people

Event ID: HgAtdqMm7oStodzLk

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 165 across all properties

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