

# Ceia de Natal Meliá Paulista - 2025

DATE: Wednesday, December 24, 2025  
LOCATION: Cerqueira César, São Paulo, BR

## Event Description

Ceia de Natal Meliá Paulista - 2025 is a premier festivals event in Cerqueira César. 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:** 35/100

**Expected Attendance:** 183 people

**Event ID:** CtEvTjN7unsQtnFDGC

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 73 across all properties

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