

Ceia de Natal - Novedad Tatuapé by Meliá

DATE: Wednesday, December 24, 2025
LOCATION: Tatuapé, São Paulo, BR

Event Description

Ceia de Natal - Novedad Tatuapé by Meliá is a premier festivals event in Tatuapé. 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: 39/100

Expected Attendance: 281 people

Event ID: 8b4GjaLv2ApBJ6gzjs

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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