

CEIA DE RÉVEILLON ESPECIAL

DATE: Wednesday, December 31, 2025
LOCATION: Vila Mariana, São Paulo, BR

Event Description

CEIA DE RÉVEILLON ESPECIAL is a premier festivals event in Vila Mariana. 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: 389 people

Event ID: 8gCKHoiuLbab8y2V5Y

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: 156 across all properties

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