

Ceia de Réveillon Meliá Paulista 2025 - 2026

DATE: Wednesday, December 31, 2025
LOCATION: Cerqueira César, São Paulo, BR

Event Description

Ceia de Réveillon Meliá Paulista 2025 - 2026 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: 41/100

Expected Attendance: 350 people

Event ID: DPgRBoHnZsoFxbwMzX

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 140 across all properties

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