

Ceia de Réveillon - Novedad Tatuapé by Meliá

DATE: Wednesday, December 31, 2025
LOCATION: Tatuapé, São Paulo, BR

Event Description

Ceia de Réveillon - 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: 35/100

Expected Attendance: 171 people

Event ID: f7Ar623C5YjtWMkVPs

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: 68 across all properties

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