

# Cerevisia 2025 - A Festa da Cerveja Artesanal (Ano VII)

DATE: Saturday, September 6, 2025  
LOCATION: Jardim Oceania, Paraíba, BR

## Event Description

Cerevisia 2025 - A Festa da Cerveja Artesanal (Ano VII) is a premier festivals event in Jardim Oceania. 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:** 43/100

**Expected Attendance:** 465 people

**Event ID:** GZRUUmPujYvyaylXp

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 186 across all properties

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