

Giselle | Sessão 16h

DATE: Sunday, November 23, 2025
LOCATION: Cerqueira César, São Paulo, BR

Event Description

Giselle | Sessão 16h is a premier performing-arts 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: performing-arts
Importance Rank: 37/100
Expected Attendance: 219 people
Event ID: 9jaC4cRYo2kVFTaTbu

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 88 across all properties

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