

Maurício Meirelles - São Caetano do Sul

DATE: Friday, October 24, 2025
LOCATION: Cerâmica, São Paulo, BR

Event Description

Maurício Meirelles - São Caetano do Sul is a premier performing-arts event in Cerâmica. 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: 39/100

Expected Attendance: 287 people

Event ID: PvsrKf5zmxy7ChWSdn

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 115 across all properties

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