

Natal no Oásis

DATE: Sunday, December 14, 2025
LOCATION: Santa Tereza, Minas Gerais, BR

Event Description

Natal no Oásis is a premier expos event in Santa Tereza. 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: expos

Importance Rank: 47/100

Expected Attendance: 738 people

Event ID: 7S7oNXWZ6VGGXXYpBW

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 295 across all properties

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