

Basketball Champions League Americas - Group Stage - Boca Juniors vs Aguada

DATE: Thursday, February 5, 2026
LOCATION: Lourdes, Minas Gerais, BR

Event Description

Basketball Champions League Americas - Group Stage - Boca Juniors vs Aguada is a premier sports event in Lourdes. 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: sports

Importance Rank: 58/100

Expected Attendance: 2,430 people

Event ID: 6hFMwyXexDupMvoEvu

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 972 across all properties

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