

# Brasileiro U17 - 1st Phase - Cruzeiro U17 vs Atlético Mineiro U17

DATE: Wednesday, August 20, 2025  
LOCATION: Belo Horizonte, Minas Gerais, BR

## Event Description

Brasileiro U17 - 1st Phase - Cruzeiro U17 vs Atlético Mineiro U17 is a premier sports event in Belo Horizonte, Minas Gerais. 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:** 2,485 people

**Event ID:** Faiwyg8hUomBCoR43W

## 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:** 994 across all properties

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