

# Copa do Brasil U20 - 1st Round - Real Brasília U20 vs Atlético Mineiro U20

DATE: Wednesday, October 22, 2025  
LOCATION: Belo Horizonte, Minas Gerais, BR

## Event Description

Copa do Brasil U20 - 1st Round - Real Brasília U20 vs Atlético Mineiro U20 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:** 2,473 people

**Event ID:** ANYuuqaVDvugy2JQ4j

## 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:** 989 across all properties

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