

Mineiro 3 - 1st Phase - Nacional Uberaba vs Essube

DATE: Saturday, September 20, 2025
LOCATION: Santa Mônica, Minas Gerais, BR

Event Description

Mineiro 3 - 1st Phase - Nacional Uberaba vs Essube is a premier sports event in Santa Mônica. 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: 67/100

Expected Attendance: 7,466 people

Event ID: 8XYEtrq8MEjUpi5yqs

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,986 across all properties

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