

# Mineiro 3 - 1st Phase - Serranense vs Coimbra

DATE: Sunday, October 5, 2025  
LOCATION: Contagem, Minas Gerais, BR

## Event Description

Mineiro 3 - 1st Phase - Serranense vs Coimbra is a premier sports event in Contagem, 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:** 50/100

**Expected Attendance:** 1,050 people

**Event ID:** 4CpGJfaoHmgmww95KW

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 420 across all properties

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