

# Mineiro U20 - Championship Round - Atlético Mineiro U20 vs Coimbra U20

DATE: Saturday, September 13, 2025  
LOCATION: Contagem, Minas Gerais, BR

## Event Description

Mineiro U20 - Championship Round - Atlético Mineiro U20 vs Coimbra U20 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:** 54/100

**Expected Attendance:** 1,500 people

**Event ID:** CQtrqbRJQBygAcpqf4

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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