

# Mineiro U20 - Championship Round - Boston City U20 vs Athletic Club MG U20

DATE: Friday, September 26, 2025  
LOCATION: Sao Joao del-Rei, BR

## Event Description

Mineiro U20 - Championship Round - Boston City U20 vs Athletic Club MG U20 is a premier sports event in Sao Joao del-Rei. 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:** 1,615 people

**Event ID:** 4WuSZ3LX89M3whzvEr

## 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:** 646 across all properties

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