

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

DATE: Sunday, September 28, 2025  
LOCATION: São João Del Rei, Minas Gerais, BR

## Event Description

Mineiro U20 - Championship Round - Coimbra U20 vs Bonfim U20 is a premier sports event in São João Del Rei, 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:** 49/100

**Expected Attendance:** 908 people

**Event ID:** GJPnUuZKJrBhjBAhfe

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 363 across all properties

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