

Mineiro U20 - Championship Round - Cruzeiro U20 vs Bonfim U20

DATE: Sunday, August 24, 2025
LOCATION: São João Del Rei, Minas Gerais, BR

Event Description

Mineiro U20 - Championship Round - Cruzeiro 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: 48/100

Expected Attendance: 834 people

Event ID: 6HTYMbSRZV2gUvNqdA

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 334 across all properties

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