

# Mineiro Women - 1st Phase - América Mineiro vs Atlético Mineiro

DATE: Sunday, October 12, 2025  
LOCATION: Contagem, Minas Gerais, BR

## Event Description

Mineiro Women - 1st Phase - América Mineiro vs Atlético Mineiro 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:** 56/100

**Expected Attendance:** 2,000 people

**Event ID:** FrJxxhV8Ys6nnLQXt9

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 800 across all properties

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