

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

DATE: Sunday, September 28, 2025  
LOCATION: Itabirito, Minas Gerais, BR

## Event Description

Mineiro Women - 1st Phase - Atlético Mineiro vs Itabirito is a premier sports event in Itabirito, 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:** 59/100

**Expected Attendance:** 2,893 people

**Event ID:** 4JtGAjrUF2K6fEreLt

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,157 across all properties

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