

Mirassol FC SP vs Atletico Mineiro MG

DATE: Saturday, September 27, 2025

LOCATION: Belo Horizonte, BR

Event Description

Mirassol FC SP vs Atletico Mineiro MG is a premier sports event in Belo Horizonte. 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: 77/100

Expected Attendance: 22,864 people

Event ID: 5XfsJawP6Mw3Ci6w2V

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 9,146 across all properties

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