

# NBB - São José vs Minas

DATE: Monday, October 20, 2025

LOCATION: Belo Horizonte, BR

## Event Description

NBB - São José vs Minas 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:** 45/100

**Expected Attendance:** 562 people

**Event ID:** 3e3fgNBDUWcyRyXEZk

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 225 across all properties

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

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<https://becircadian.com/events/nbb-so-jos-vs-minas>

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