

Serie B - América Mineiro vs Athletic Club MG

DATE: Saturday, October 25, 2025
LOCATION: Sao Joao del-Rei, BR

Event Description

Serie B - América Mineiro vs Athletic Club MG is a premier sports event in Sao Joao del-Rei. 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: 63/100

Expected Attendance: 4,624 people

Event ID: AHbkfrGYaJkbBUfUf5

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,850 across all properties

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