

# Superliga - Joinville vs Minas

DATE: Monday, October 27, 2025  
LOCATION: Lourdes, Minas Gerais, BR

## Event Description

Superliga - Joinville vs Minas is a premier sports event in Lourdes. 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:** 58/100

**Expected Attendance:** 2,483 people

**Event ID:** 3Y5Nzq65GRBqL7Br6c

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 993 across all properties

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