

Superliga (W) - Flamengo vs Mackenzie

DATE: Friday, December 19, 2025

LOCATION: Belo Horizonte, BR

Event Description

Superliga (W) - Flamengo vs Mackenzie 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: 52/100

Expected Attendance: 1,200 people

Event ID: 9gY7EJz6kkNdwWCCd5

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 480 across all properties

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