

Superliga (W) - Mackenzie vs Itambé/Minas

DATE: Tuesday, October 21, 2025
LOCATION: Lourdes, Minas Gerais, BR

Event Description

Superliga (W) - Mackenzie vs Itambé/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: 60/100

Expected Attendance: 3,002 people

Event ID: 9w2wn2imf2EuHZWvnm

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,201 across all properties

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