

# Superliga (W) - Sorocaba vs Mackenzie

DATE: Thursday, October 30, 2025  
LOCATION: Belo Horizonte, BR

## Event Description

Superliga (W) - Sorocaba 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:** 51/100

**Expected Attendance:** 1,179 people

**Event ID:** GLzDH7X7UxRouF8VfS

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 472 across all properties

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