

# 1ª Divisão - Kairós vs São Mamede

DATE: Saturday, January 24, 2026  
LOCATION: São Mamede de Infesta, Porto, PT

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## Event Description

1ª Divisão - Kairós vs São Mamede is a premier sports event in São Mamede de Infesta. 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:** 2,461 people

**Event ID:** 4pw7hM2dDqQY2vryhV

## 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:** 984 across all properties

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

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