

# 1ª Divisão - Leixões vs CA Madalena

DATE: Saturday, January 17, 2026  
LOCATION: Vila Nova de Gaia, Porto, PT

## Event Description

1ª Divisão - Leixões vs CA Madalena is a premier sports event in Vila Nova de Gaia. 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:** 45/100

**Expected Attendance:** 562 people

**Event ID:** 5LUidXqzFtiefh5yy

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 225 across all properties

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