

# 1ª Divisão - Leixões vs Sporting

DATE: Sunday, December 21, 2025

LOCATION: Lisbon, PT

## Event Description

1ª Divisão - Leixões vs Sporting is a premier sports event in Lisbon. 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:** 57/100

**Expected Attendance:** 2,322 people

**Event ID:** GHGJpAReNJdnbdRcZ

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 929 across all properties

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

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<https://becircadian.com/events/1-diviso-leixes-vs-sporting>

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