

# A Pequena Sereia no Gelo - MAR Shopping Matosinhos

DATE: Saturday, November 15, 2025  
LOCATION: Matosinhos, Porto, PT

## Event Description

A Pequena Sereia no Gelo - MAR Shopping Matosinhos is a premier performing-arts event in Matosinhos. 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:** performing-arts

**Importance Rank:** 35/100

**Expected Attendance:** 172 people

**Event ID:** HNUxCXE4FYLfjVdy8r

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 69 across all properties

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