

Campeonato de Portugal Prio - Group A - Chaves II vs AR São Martinho

DATE: Sunday, January 18, 2026
LOCATION: São Martinho do Campo - Santo Tirso, PT

Event Description

Campeonato de Portugal Prio - Group A - Chaves II vs AR São Martinho is a premier sports event in São Martinho do Campo - Santo Tirso. 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: 52/100

Expected Attendance: 1,194 people

Event ID: FJfxwiCDk3y4vvMUT9

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 478 across all properties

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