

# Campeonato de Portugal Prio - Group A - Monção vs Machico

DATE: Sunday, January 18, 2026  
LOCATION: Machico (Madeira), PT

## Event Description

Campeonato de Portugal Prio - Group A - Monção vs Machico is a premier sports event in Machico (Madeira). 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:** 1,302 people

**Event ID:** G6rN6JVLCctZCJ9BGM

## 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:** 521 across all properties

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