

# Campeonato de Portugal Prio - Group B - Aparecida vs União Lamas

DATE: Sunday, January 18, 2026  
LOCATION: Santa Maria de Lamas, PT

## Event Description

Campeonato de Portugal Prio - Group B - Aparecida vs União Lamas is a premier sports event in Santa Maria de Lamas. 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:** 66/100

**Expected Attendance:** 6,550 people

**Event ID:** FbH6Q8VdnTQEMWWYy4

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,620 across all properties

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