

# Campeonato de Portugal Prio - Group B - Vila Real vs Alpendorada

DATE: Sunday, August 24, 2025  
LOCATION: Alpendurada e Matos, PT

## Event Description

Campeonato de Portugal Prio - Group B - Vila Real vs Alpendorada is a premier sports event in Alpendurada e Matos. 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:** 6,492 people

**Event ID:** 9cumBM3GQD3bBF2pDJ

## 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:** 2,597 across all properties

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