

Campeonato de Portugal Prio - Group B - Vila Real vs União Lamas

DATE: Sunday, February 8, 2026
LOCATION: Santa Maria de Lamas, PT

Event Description

Campeonato de Portugal Prio - Group B - Vila Real 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: EiozcdNHV5hj9kh7fx

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.