

# Campeonato de Portugal Prio - Group C - Fátima vs UD da Serra

DATE: Saturday, January 10, 2026  
LOCATION: Santa Catarina da Serra, PT

## Event Description

Campeonato de Portugal Prio - Group C - Fátima vs UD da Serra is a premier sports event in Santa Catarina da Serra. 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:** 1,233 people

**Event ID:** F4PzJHjQXx3PktoALV

## 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:** 493 across all properties

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