

# Campeonato de Portugal Prio - Group C - Mortágua vs Benfica Castelo Branco

DATE: Saturday, January 10, 2026  
LOCATION: Castelo Branco, Castelo Branco, PT

## Event Description

Campeonato de Portugal Prio - Group C - Mortágua vs Benfica Castelo Branco is a premier sports event in Castelo Branco. 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:** BXucU3yEapv6ALt6rs

## 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.*