

Campeonato de Portugal Prio - Group C - Naval 1893 vs UD da Serra

DATE: Sunday, January 25, 2026
LOCATION: Santa Catarina da Serra, PT

Event Description

Campeonato de Portugal Prio - Group C - Naval 1893 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: HBEavt3XPPxAvgHoCa

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.