

Campeonato de Portugal Prio - Group C - Os Marialvas vs Benfica Castelo Branco

DATE: Sunday, January 25, 2026
LOCATION: Castelo Branco, Castelo Branco, PT

Event Description

Campeonato de Portugal Prio - Group C - Os Marialvas 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: 8qjjYaAX5XCZTqQWZF

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.