

Campeonato de Portugal Prio - Group C - Os Marialvas vs Vitória de Sernache

DATE: Saturday, January 10, 2026
LOCATION: Cernache do Bonjardim, Castelo Branco District, PT

Event Description

Campeonato de Portugal Prio - Group C - Os Marialvas vs Vitória de Sernache is a premier sports event in Cernache do Bonjardim. 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: 7fYhAmUXTzuBSFRqum

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.