

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

DATE: Sunday, September 28, 2025  
LOCATION: Cernache do Bonjardim, Castelo Branco District, PT

## Event Description

Campeonato de Portugal Prio - Group C - UD da Serra 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:** 1,281 people

**Event ID:** BbuxGjhDvBhkF5J9Pw

## 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:** 512 across all properties

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