

# Casa Pia Lisbon vs SC Braga

DATE: Sunday, October 26, 2025

LOCATION: Braga, Braga, PT

## Event Description

Casa Pia Lisbon vs SC Braga is a premier sports event in Braga. 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:** 71/100

**Expected Attendance:** 11,384 people

**Event ID:** 9KsTMRRm28MovECc4F

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,554 across all properties

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