

CN1 - North Central - Sanjoanense vs Juvemaia

DATE: Saturday, January 10, 2026
LOCATION: Nogueira da Maia, PT

Event Description

CN1 - North Central - Sanjoanense vs Juvemaia is a premier sports event in Nogueira da Maia. 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: 40/100

Expected Attendance: 300 people

Event ID: QLFmC5XP2B2xaEnPTT

Hotel Demand Indicators

ADR Impact Index: 4.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 120 across all properties

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