

CN1 - North - FC Gaia vs GDAS

DATE: Saturday, January 17, 2026

LOCATION: Braga, Braga, PT

Event Description

CN1 - North - FC Gaia vs GDAS 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: 52/100

Expected Attendance: 1,207 people

Event ID: 9AMP7eveFRZYKVRDYYD

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: 483 across all properties

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