

# Friendlies Women - Friendlies 1 - Brazil vs Portugal

DATE: Tuesday, December 2, 2025  
LOCATION: Aveiro, Aveiro, PT

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## Event Description

Friendlies Women - Friendlies 1 - Brazil vs Portugal is a premier sports event in Aveiro. 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:** 75/100

**Expected Attendance:** 16,862 people

**Event ID:** DzXHPkHBbCGsH5njjX

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x 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:** 6,745 across all properties

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

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