

LFB - Benfica vs Madeira

DATE: Sunday, January 18, 2026

LOCATION: Funchal, Madeira, PT

Event Description

LFB - Benfica vs Madeira is a premier sports event in Funchal. 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: 47/100

Expected Attendance: 680 people

Event ID: 9HjLj6hGsmUTLSD7db

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 272 across all properties

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

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<https://becircadian.com/events/lfb-benfica-vs-madeira>

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