

Masseiras MTB

DATE: Sunday, February 1, 2026
LOCATION: Póvoa de Varzim, Porto, PT

Event Description

Masseiras MTB is a premier sports event in Póvoa de Varzim. 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: 35/100

Expected Attendance: 169 people

Event ID: FV7W29yiQ3ETQaWkhG

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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