

# Miss Sheila and Shivas

DATE: Friday, November 21, 2025

LOCATION: Leiria, PT

## Event Description

Miss Sheila and Shivas is a premier concerts event in Leiria. 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:** concerts

**Importance Rank:** 45/100

**Expected Attendance:** 595 people

**Event ID:** GutLtsTt9GkhGwt2iy

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 238 across all properties

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