

Monção and Melgaço Granfondo

DATE: Sunday, September 21, 2025
LOCATION: Melgaço, Viana do Castelo, PT

Event Description

Monção and Melgaço Granfondo is a premier sports event in Melgaço. 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: 32/100

Expected Attendance: 119 people

Event ID: G6YYPCnsZfv7MtAABb

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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