

# Now United

DATE: Friday, November 7, 2025

LOCATION: Porto, Porto, PT

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## Event Description

Now United is a premier concerts event in Porto. 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:** 65/100

**Expected Attendance:** 5,948 people

**Event ID:** EHeiuSc62m3XTP6R9k

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,379 across all properties

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