

Primeira Liga - Arouca vs Estrela

DATE: Sunday, December 7, 2025

LOCATION: Amadora, Lisboa, PT

Event Description

Primeira Liga - Arouca vs Estrela is a premier sports event in Amadora. 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: 63/100

Expected Attendance: 4,575 people

Event ID: Ad726tYjrow8CLbbvM

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,830 across all properties

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