

Primeira Liga - AVS vs Casa Pia

DATE: Saturday, January 24, 2026
LOCATION: Rio Maior, Santarém, PT

Event Description

Primeira Liga - AVS vs Casa Pia is a premier sports event in Rio Maior. 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: 66/100

Expected Attendance: 6,431 people

Event ID: 5tzvhRpnnuw6EYigp2

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,572 across all properties

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