

# Primeira Liga - AVS vs Famalicão

DATE: Saturday, February 7, 2026  
LOCATION: Vila Nova de Famalicão, Braga, PT

## Event Description

Primeira Liga - AVS vs Famalicão is a premier sports event in Vila Nova de Famalicão. 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:** 59/100

**Expected Attendance:** 2,896 people

**Event ID:** DzUpBvmQPQu7hCHKaz

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,158 across all properties

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