

Primeira Liga - Estrela vs Sporting CP

DATE: Sunday, November 30, 2025

LOCATION: Lisboa, Lisboa, PT

Event Description

Primeira Liga - Estrela vs Sporting CP is a premier sports event in Lisboa. 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: 77/100

Expected Attendance: 22,046 people

Event ID: 89SLLhTqG54pgR3Dzu

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,818 across all properties

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