

Primeira Liga - Famalicão vs Gil Vicente

DATE: Saturday, January 31, 2026

LOCATION: Vila Boa, Braga, PT

Event Description

Primeira Liga - Famalicão vs Gil Vicente is a premier sports event in Vila Boa. 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: 68/100

Expected Attendance: 8,409 people

Event ID: 3Av3o5rWecotaEkpPT

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,364 across all properties

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