

# Primeira Liga - Famalicão vs Moreirense

DATE: Saturday, November 29, 2025  
LOCATION: Moreira de Cónegos, Braga, PT

## Event Description

Primeira Liga - Famalicão vs Moreirense is a premier sports event in Moreira de Cónegos. 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:** 55/100

**Expected Attendance:** 1,842 people

**Event ID:** CUYQvmWzkkW5pUwjie

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 737 across all properties

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