

# Primeira Liga - Gil Vicente vs Casa Pia

DATE: Saturday, December 13, 2025

LOCATION: Rio Maior, Santarém, PT

## Event Description

Primeira Liga - Gil Vicente 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:** AgvSZxLxZcHJBXDNyz

## 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.*