

Primeira Liga - Moreirense vs Vitória Guimarães

DATE: Saturday, January 31, 2026
LOCATION: Guimarães, Braga, PT

Event Description

Primeira Liga - Moreirense vs Vitória Guimarães is a premier sports event in Guimarães. 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: 76/100

Expected Attendance: 18,943 people

Event ID: 7diqKUF9faPVRyoUUD

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: 7,577 across all properties

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