

# Primeira Liga - Nacional vs Gil Vicente

DATE: Saturday, January 17, 2026

LOCATION: Vila Boa, Braga, PT

## Event Description

Primeira Liga - Nacional 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:** DZS9nzd85dy4THsrt

## 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.*