

# Primeira Liga - Porto vs Vitória Guimarães

DATE: Saturday, January 17, 2026  
LOCATION: Guimarães, Braga, PT

## Event Description

Primeira Liga - Porto 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:** G78VnyMf9vhtvKjwNb

## 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.*