

Primeira Liga - Santa Clara vs Moreirense

DATE: Saturday, January 24, 2026
LOCATION: Moreira de Cónegos, Braga, PT

Event Description

Primeira Liga - Santa Clara 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: 58/100

Expected Attendance: 2,441 people

Event ID: 6wPTdptZCgn6cesaEL

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 976 across all properties

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