

Primeira Liga - Sporting Braga vs Estoril

DATE: Saturday, December 20, 2025
LOCATION: Estoril, Distrito de Lisboa, PT

Event Description

Primeira Liga - Sporting Braga vs Estoril is a premier sports event in Estoril. 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: 64/100

Expected Attendance: 5,050 people

Event ID: 5vHhKdV2X6XkcXBRq5

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,020 across all properties

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