

Primeira Liga - Sporting Braga vs Estrela

DATE: Saturday, January 3, 2026

LOCATION: Amadora, Lisboa, PT

Event Description

Primeira Liga - Sporting Braga vs Estrela is a premier sports event in Amadora. 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: 5,113 people

Event ID: A9mL68F9E8fPKSroSR

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: 2,045 across all properties

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