

Primeira Liga - Tondela vs Famalicão

DATE: Saturday, January 24, 2026
LOCATION: Vila Nova de Famalicão, Braga, PT

Event Description

Primeira Liga - Tondela vs Famalicão is a premier sports event in Vila Nova de Famalicão. 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: 59/100

Expected Attendance: 2,896 people

Event ID: DFqpkbTdkd6TmmDL9s

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,158 across all properties

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