

Proença Cross Trail

DATE: Friday, December 19, 2025
LOCATION: Proença-a-Nova, Castelo Branco, PT

Event Description

Proença Cross Trail is a premier sports event in Proença-a-Nova. 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: 31/100

Expected Attendance: 106 people

Event ID: f5WT5QsX4SmPhsVMRk

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 42 across all properties

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