

Proliga - North - Académica vs Sampaense

DATE: Saturday, January 10, 2026
LOCATION: São Paio de Gramaços, Coimbra, PT

Event Description

Proliga - North - Académica vs Sampaense is a premier sports event in São Paio de Gramaços. 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: 44/100

Expected Attendance: 500 people

Event ID: DBBXyAsxbZch2GXhzhf

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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