

# Proliga - North - Figueirense vs Póvoa

DATE: Saturday, October 25, 2025

LOCATION: Póvoa de Varzim, PT

## Event Description

Proliga - North - Figueirense vs Póvoa is a premier sports event in Póvoa de Varzim. 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:** 46/100

**Expected Attendance:** 600 people

**Event ID:** F2ekekDeADqSoFZxjX

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 240 across all properties

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