

Proliga - North - Illiabum vs Figueirense

DATE: Saturday, January 10, 2026
LOCATION: Figueira da Foz, Coimbra, PT

Event Description

Proliga - North - Illiabum vs Figueirense is a premier sports event in Figueira da Foz. 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: 51/100

Expected Attendance: 1,078 people

Event ID: J2vvz97VDE4yUg7ZYq

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 431 across all properties

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