

# Proliga - North - Lusitânia vs Illiabum

DATE: Sunday, October 19, 2025

LOCATION: Ílhavo, Aveiro, PT

## Event Description

Proliga - North - Lusitânia vs Illiabum is a premier sports event in Ílhavo. 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:** 52/100

**Expected Attendance:** 1,211 people

**Event ID:** vkfnQWzpywiRyfdtWX

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 484 across all properties

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