

# Proliga - South - Olhanense vs Imortal II

DATE: Wednesday, October 29, 2025

LOCATION: Albufeira, Faro, PT

## Event Description

Proliga - South - Olhanense vs Imortal II is a premier sports event in Albufeira. 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:** 49/100

**Expected Attendance:** 878 people

**Event ID:** yZyGknuZ3po8yqDTtB

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 351 across all properties

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