

# Reading Thursdays

DATE: Thursday, December 18, 2025  
LOCATION: Porto, Porto, PT

## Event Description

Reading Thursdays is a premier performing-arts event in Porto. 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:** performing-arts  
**Importance Rank:** 36/100  
**Expected Attendance:** 189 people  
**Event ID:** 4CkfmJxXeWq8n5ftbh

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 76 across all properties

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