

# Real Madrid vs CB Breogan

DATE: Saturday, January 24, 2026

LOCATION: Lugo, Galicia, ES

## Event Description

Real Madrid vs CB Breogan is a premier sports event in Lugo. 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:** 65/100

**Expected Attendance:** 5,351 people

**Event ID:** 3hzLbvWvUVW8e32qTy

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,140 across all properties

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