

Ride Across Douro-Minho

DATE: Monday, September 22, 2025
LOCATION: Viana do Castelo, Viana do Castelo, PT

Event Description

Ride Across Douro-Minho is a premier sports event in Viana do Castelo. 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: 32/100

Expected Attendance: 130 people

Event ID: 5subuR5Qa2yPFMYLwi2

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 52 across all properties

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