

# Shamrock Rovers vs Santa Clara Azores

DATE: Thursday, August 21, 2025

LOCATION: Açores, PT

## Event Description

Shamrock Rovers vs Santa Clara Azores is a premier sports event in the region. 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:** 61/100

**Expected Attendance:** 3,632 people

**Event ID:** 4gM2zeS3TNv25Ji5ss

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,453 across all properties

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