

Taça de Portugal - 1st Round - Beira-Mar vs Gouveia

DATE: Sunday, August 31, 2025
LOCATION: Gouveia, Guarda, PT

Event Description

Taça de Portugal - 1st Round - Beira-Mar vs Gouveia is a premier sports event in Gouveia. 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: 56/100

Expected Attendance: 2,052 people

Event ID: 9u9i6LZUFDj3EqHQgQ

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 821 across all properties

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