

# Taça de Portugal - 1st Round - Machico vs AR São Martinho

DATE: Saturday, August 30, 2025  
LOCATION: São Martinho do Campo - Santo Tirso, PT

## Event Description

Taça de Portugal - 1st Round - Machico vs AR São Martinho is a premier sports event in São Martinho do Campo - Santo Tirso. 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:** 57/100

**Expected Attendance:** 2,131 people

**Event ID:** D2aD7MPZHitemtFSvP

## 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:** 852 across all properties

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