

# Taça de Portugal - 1st Round - Os Marialvas vs Académica

DATE: Sunday, August 31, 2025  
LOCATION: Coimbra, Coimbra, PT

## Event Description

Taça de Portugal - 1st Round - Os Marialvas vs Académica is a premier sports event in Coimbra. 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:** 72/100

**Expected Attendance:** 13,043 people

**Event ID:** 57gDNxPkWK4e5bbTzQ

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,217 across all properties

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