

Taça de Portugal - 2nd Round - Os Marialvas vs Mortágua

DATE: Sunday, September 21, 2025
LOCATION: Mortágua, Viseu, PT

Event Description

Taça de Portugal - 2nd Round - Os Marialvas vs Mortágua is a premier sports event in Mortágua. 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: 53/100

Expected Attendance: 1,417 people

Event ID: 8DKYAV6exwF4w3bMiM

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 567 across all properties

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