

Taça de Portugal - 3rd Round - União Nogueirense vs Sporting Covilhã

DATE: Saturday, October 18, 2025
LOCATION: Covilha, Castelo Branco District, PT

Event Description

Taça de Portugal - 3rd Round - União Nogueirense vs Sporting Covilhã is a premier sports event in Covilha. 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: 52/100

Expected Attendance: 1,317 people

Event ID: 4sdokF3qc4ChR5qpbV

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 527 across all properties

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