

Taça de Portugal - 3rd Round - Vitória Guimarães vs União Lamas

DATE: Sunday, October 19, 2025
LOCATION: Santa Maria de Lamas, PT

Event Description

Taça de Portugal - 3rd Round - Vitória Guimarães vs União Lamas is a premier sports event in Santa Maria de Lamas. 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: 62/100

Expected Attendance: 4,054 people

Event ID: HdddHxDXKonZAHc82A

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,622 across all properties

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