

# Taca Hugo Santos - Group Stage - Esgueira vs Vitória Guimarães

DATE: Saturday, November 22, 2025  
LOCATION: Guimarães, Braga, PT

## Event Description

Taca Hugo Santos - Group Stage - Esgueira vs Vitória Guimarães is a premier sports event in Guimarães. 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:** 54/100

**Expected Attendance:** 1,656 people

**Event ID:** BLFi7FzS4kRiyt8mnM

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 662 across all properties

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