

Terra de Gigantes - Portugal East to West

DATE: Sunday, January 18, 2026

LOCATION: Nazaré, Leiria, PT

Event Description

Terra de Gigantes - Portugal East to West is a premier sports event in Nazaré. 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: 34/100

Expected Attendance: 153 people

Event ID: 9j4bQWX5kwjBiDNC9W

Hotel Demand Indicators

ADR Impact Index: 4.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 61 across all properties

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