

The Martinez Brothers

DATE: Saturday, August 23, 2025
LOCATION: Póvoa de Varzim, Porto, PT

Event Description

The Martinez Brothers is a premier concerts event in Póvoa de Varzim. 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: concerts

Importance Rank: 45/100

Expected Attendance: 558 people

Event ID: CpX9a7hk2RW7XITTqt

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 223 across all properties

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