

# Potiguar 2 - 1st Phase - Alecrim vs Mossoró

DATE: Thursday, October 16, 2025  
LOCATION: Assú, Rio Grande do Norte, BR

## Event Description

Potiguar 2 - 1st Phase - Alecrim vs Mossoró is a premier sports event in Assú, Rio Grande do Norte. 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:** 61/100

**Expected Attendance:** 3,579 people

**Event ID:** G28Q6t9R4yZR3TqV55

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,432 across all properties

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