

# Potiguar 2 - 1st Phase - Baraúnas vs Alecrim

DATE: Wednesday, October 29, 2025  
LOCATION: Elói de Souza, Rio Grande do Norte, BR

## Event Description

Potiguar 2 - 1st Phase - Baraúnas vs Alecrim is a premier sports event in Elói de Souza, 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:** 51/100

**Expected Attendance:** 1,178 people

**Event ID:** HrVzKg9RTApo4vUQv9

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 471 across all properties

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