

Potiguar 2 - 1st Phase - Potyguar vs Visão Celeste

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

Event Description

Potiguar 2 - 1st Phase - Potyguar vs Visão Celeste is a premier sports event in Parnamirim, 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: 56/100

Expected Attendance: 1,989 people

Event ID: G7T7MewLemKWtWidSn

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 796 across all properties

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