

Potiguar 2 - 1st Phase - Visão Celeste vs Alecrim

DATE: Sunday, October 12, 2025
LOCATION: Elói de Souza, Rio Grande do Norte, BR

Event Description

Potiguar 2 - 1st Phase - Visão Celeste 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: 52/100

Expected Attendance: 1,329 people

Event ID: AjNe5N6BfmEjcfpT2Z

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 532 across all properties

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