

Potiguar 2 - Quadrangular Final - Potyguar vs Mossoró

DATE: Sunday, November 23, 2025
LOCATION: Assú, Rio Grande do Norte, BR

Event Description

Potiguar 2 - Quadrangular Final - Potyguar 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: 3,693 people

Event ID: 5iB2XnA5UFs4uPwefh

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: 1,477 across all properties

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