

# Potiguar U20 - 1st Phase - América RN U20 vs Laguna U20

DATE: Saturday, September 6, 2025  
LOCATION: Ceará-Mirim, Rio Grande do Norte, BR

## Event Description

Potiguar U20 - 1st Phase - América RN U20 vs Laguna U20 is a premier sports event in Ceará-Mirim, 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:** 54/100

**Expected Attendance:** 1,500 people

**Event ID:** 3nzz2L9kEEXz4Pdz2R

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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