

# Potiguar U20 - 1st Phase - Fábrica de Craques U20 vs Visão Celeste U20

DATE: Saturday, August 23, 2025  
LOCATION: Natal, Rio Grande do Norte, BR

## Event Description

Potiguar U20 - 1st Phase - Fábrica de Craques U20 vs Visão Celeste U20 is a premier sports event in Natal, 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:** 1,984 people

**Event ID:** HVmbwGVpMiTzteLnfT

## 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:** 794 across all properties

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