

Potiguar U20 - 1st Phase - Parnamirim U20 vs ABC U20

DATE: Sunday, August 31, 2025
LOCATION: Ponta Negra, Rio Grande do Norte, BR

Event Description

Potiguar U20 - 1st Phase - Parnamirim U20 vs ABC U20 is a premier sports event in Ponta Negra. 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: 3,641 people

Event ID: FN4ZmThLzaoqNxHnJ

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: 1,456 across all properties

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