

# Potiguar U20 - 1st Phase - Potyguar Seridoense U20 vs Riachuelo U20

DATE: Saturday, August 16, 2025  
LOCATION: Natal, Rio Grande do Norte, BR

## Event Description

Potiguar U20 - 1st Phase - Potyguar Seridoense U20 vs Riachuelo 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:** 51/100

**Expected Attendance:** 1,174 people

**Event ID:** C3jPefaXoNGeWH6Yoh

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 470 across all properties

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