

Potiguar U20 - Final - América RN U20 vs QFC U20

DATE: Wednesday, October 1, 2025
LOCATION: Lagoa Nova, Rio Grande do Norte, BR

Event Description

Potiguar U20 - Final - América RN U20 vs QFC U20 is a premier sports event in Lagoa Nova. 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: 70/100

Expected Attendance: 9,480 people

Event ID: SeSCuKAXY2KDC3xiHS

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,792 across all properties

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