

Potiguar Women - 1st Phase - Globo vs Monamy

DATE: Sunday, November 23, 2025
LOCATION: Natal, Rio Grande do Norte, BR

Event Description

Potiguar Women - 1st Phase - Globo vs Monamy 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: 57/100
Expected Attendance: 2,272 people
Event ID: HEgUS3y7xLnVooKjjo

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: 909 across all properties

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