

# Afro-Riddims: Another Drum Encounter (ADE)

DATE: Saturday, October 25, 2025  
LOCATION: Amsterdam, Noord-Holland, NL

## Event Description

Afro-Riddims: Another Drum Encounter (ADE) is a premier performing-arts event in Amsterdam. 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:** performing-arts

**Importance Rank:** 44/100

**Expected Attendance:** 497 people

**Event ID:** CcvNkJvApbh7YttdST

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 199 across all properties

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