

# Alex Kassian, Tom Trago, Milio, and Iris Rijskamp

DATE: Saturday, November 1, 2025  
LOCATION: 's-Hertogenbosch, Noord-Brabant, NL

## Event Description

Alex Kassian, Tom Trago, Milio, and Iris Rijskamp is a premier concerts event in 's-Hertogenbosch. 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:** concerts

**Importance Rank:** 52/100

**Expected Attendance:** 1,239 people

**Event ID:** AuB3uHM3sg39Z372g5

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 496 across all properties

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