

Awkward I and la loye

DATE: Thursday, November 27, 2025
LOCATION: Rotterdam, Zuid-Holland, NL

Event Description

Awkward I and la loye is a premier concerts event in Rotterdam. 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: 53/100

Expected Attendance: 1,454 people

Event ID: Ay5rjpiKFfbTi9d9k

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 582 across all properties

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