

# AZ Alkmaar vs Heracles Almelo

DATE: Sunday, September 14, 2025

LOCATION: Almelo, Overijssel, NL

## Event Description

AZ Alkmaar vs Heracles Almelo is a premier sports event in Almelo. 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:** 72/100

**Expected Attendance:** 11,964 people

**Event ID:** 4y9Qvcs7iDMcKDDNMp

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,786 across all properties

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