

# Back to School Kinderkleding Sale in Amstelveen | 20 - 30 augustus

DATE: Wednesday, August 20, 2025  
LOCATION: Amstelveen, Noord-Holland, NL

## Event Description

Back to School Kinderkleding Sale in Amstelveen | 20 - 30 augustus is a premier expos event in Amstelveen. 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:** expos

**Importance Rank:** 61/100

**Expected Attendance:** 3,620 people

**Event ID:** 3G84CJpsawR66KcqZ4

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,448 across all properties

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