

# Beyond the cart - LIVE

DATE: Thursday, October 2, 2025  
LOCATION: Haarlem, Noord-Holland, NL

---

## Event Description

Beyond the cart - LIVE is a premier conferences event in Haarlem. 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:** conferences

**Importance Rank:** 38/100

**Expected Attendance:** 259 people

**Event ID:** 9KxEXRSDnwrj4MzVZu

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 104 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/beyond-the-cart-live>

Document generated on 6/3/2026, 10:21:12 PM