

# BNXT League - BAL vs Hammers Zwolle

DATE: Saturday, December 27, 2025

LOCATION: Zwolle, Overijssel, NL

## Event Description

BNXT League - BAL vs Hammers Zwolle is a premier sports event in Zwolle. 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:** 50/100

**Expected Attendance:** 1,015 people

**Event ID:** G7hhyDju8LoVVL8fHR

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 406 across all properties

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