

# BNXT League - Hammers Zwolle vs Heroes Den Bosch

DATE: Sunday, January 18, 2026  
LOCATION: 's-Hertogenbosch, Noord-Brabant, NL

## Event Description

BNXT League - Hammers Zwolle vs Heroes Den Bosch is a premier sports event in 's-Hertogenbosch. 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:** 49/100

**Expected Attendance:** 880 people

**Event ID:** 3ogss9zvnGMzqN52C3

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 352 across all properties

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