

# BNXT League - Oostende vs Hammers Zwolle

DATE: Sunday, January 25, 2026  
LOCATION: Zwolle, Overijssel, NL

## Event Description

BNXT League - Oostende 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:** 48/100  
**Expected Attendance:** 841 people  
**Event ID:** EwQWWPihsvHMwcdYem

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 336 across all properties

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