

Brush It Off – a ceramic exhibition by Kesem Yahav (aka Kesemy Design)

DATE: Saturday, November 8, 2025
LOCATION: Amsterdam, Noord-Holland, NL

Event Description

Brush It Off – a ceramic exhibition by Kesem Yahav (aka Kesemy Design) is a premier expos event in Amsterdam. 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: 68/100

Expected Attendance: 7,740 people

Event ID: 7p2XPCsmWLnR5WXCnj

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,096 across all properties

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