

# CEHL | UltimAir Hijs Hokij vs Mechelen Golden Sharks

DATE: Sunday, December 28, 2025  
LOCATION: Den Haag, Zuid-Holland, NL

## Event Description

CEHL | UltimAir Hijs Hokij vs Mechelen Golden Sharks is a premier sports event in Den Haag. 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:** 54/100

**Expected Attendance:** 1,527 people

**Event ID:** 65G6ZVQKEgoo5j5PyF

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 611 across all properties

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