

# Cheat Codes at Melkweg

DATE: Sunday, August 24, 2025  
LOCATION: Amsterdam, Noord-Holland, NL

## Event Description

Cheat Codes at Melkweg is a premier concerts 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:** concerts

**Importance Rank:** 49/100

**Expected Attendance:** 875 people

**Event ID:** Df3roe99mG8oxrMcw9

## 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:** 350 across all properties

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