

# Cheeky Monday: MAMPI SWIFT!

DATE: Monday, November 24, 2025  
LOCATION: Amsterdam, Noord-Holland, NL

---

## Event Description

Cheeky Monday: MAMPI SWIFT! is a premier performing-arts 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:** performing-arts  
**Importance Rank:** 43/100  
**Expected Attendance:** 444 people  
**Event ID:** 3ecyHKexb8ibhpiRCD

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 178 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/cheeky-monday-mampi-swift>

Document generated on 6/4/2026, 1:02:07 AM