

# De Groene Sector Vakbeurs 2026

DATE: Monday, January 12, 2026  
LOCATION: Hardenberg, Overijssel, NL

## Event Description

De Groene Sector Vakbeurs 2026 is a premier expos event in Hardenberg. 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:** 67/100

**Expected Attendance:** 7,209 people

**Event ID:** C6ak8FKkVkavANqDVX

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x 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:** 2,884 across all properties

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