

# Derde Divisie - Group B - GOES vs UNA

DATE: Sunday, January 18, 2026  
LOCATION: Veldhoven, Noord-Brabant, NL

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## Event Description

Derde Divisie - Group B - GOES vs UNA is a premier sports event in Veldhoven. 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:** 53/100

**Expected Attendance:** 1,338 people

**Event ID:** 5Lez3EqG7E7ZPFp4gB

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 535 across all properties

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

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