

Dwayne Lace x Ben Saunders

DATE: Friday, September 12, 2025
LOCATION: Zoetermeer, Zuid-Holland, NL

Event Description

Dwayne Lace x Ben Saunders is a premier performing-arts event in Zoetermeer. 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: 31/100

Expected Attendance: 115 people

Event ID: GYqPbnG2E6NEujLEgh

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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