

# Eerste Divisie - Ajax II vs De Graafschap

DATE: Friday, February 6, 2026  
LOCATION: Doetinchem, Gelderland, NL

## Event Description

Eerste Divisie - Ajax II vs De Graafschap is a premier sports event in Doetinchem. 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:** 71/100

**Expected Attendance:** 10,687 people

**Event ID:** DMyU3sEzXYfqwSKrek

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,275 across all properties

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