

Eerste Divisie - Ajax II vs Emmen

DATE: Saturday, January 24, 2026

LOCATION: Emmen, Drenthe, NL

Event Description

Eerste Divisie - Ajax II vs Emmen is a premier sports event in Emmen. 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: 67/100

Expected Attendance: 7,415 people

Event ID: FMecLk9vP9zzJ49r7w

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: 2,966 across all properties

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