

Eerste Divisie - Ajax II vs Roda JC

DATE: Friday, September 12, 2025

LOCATION: Kerkrade, Limburg, NL

Event Description

Eerste Divisie - Ajax II vs Roda JC is a premier sports event in Kerkrade. 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: 68/100

Expected Attendance: 7,672 people

Event ID: CksGraXdWKR7hWomzz

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,069 across all properties

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