

# Eerste Divisie - Ajax II vs Utrecht II

DATE: Monday, August 25, 2025

LOCATION: Utrecht, Utrecht, NL

## Event Description

Eerste Divisie - Ajax II vs Utrecht II is a premier sports event in Utrecht. 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:** 43/100

**Expected Attendance:** 461 people

**Event ID:** DBVRpWth5NUmyV2M4p

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 184 across all properties

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