

Eerste Divisie - Ajax II vs Willem II

DATE: Friday, September 19, 2025
LOCATION: Tilburg, Noord-Brabant, NL

Event Description

Eerste Divisie - Ajax II vs Willem II is a premier sports event in Tilburg. 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: 73/100

Expected Attendance: 13,800 people

Event ID: 44eJN8Wu66Ti5tWMPJ

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,520 across all properties

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