

# Eerste Divisie - Cambuur vs ADO Den Haag

DATE: Friday, January 16, 2026  
LOCATION: Den Haag ('s-Gravenhage), NL

## Event Description

Eerste Divisie - Cambuur vs ADO Den Haag is a premier sports event in Den Haag ('s-Gravenhage). 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:** 8,185 people

**Event ID:** 4e2C7RR3bQh7TM8YEr

## 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:** 3,274 across all properties

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