

Eerste Divisie - De Graafschap vs Helmond Sport

DATE: Saturday, January 31, 2026
LOCATION: Helmond, Noord-Brabant, NL

Event Description

Eerste Divisie - De Graafschap vs Helmond Sport is a premier sports event in Helmond. 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: 57/100

Expected Attendance: 2,215 people

Event ID: E9TgD9PXRme74tmKWG

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 886 across all properties

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