

# Eerste Divisie - Den Bosch vs Helmond Sport

DATE: Friday, February 6, 2026  
LOCATION: Helmond, Noord-Brabant, NL

## Event Description

Eerste Divisie - Den Bosch 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:** 2,286 people

**Event ID:** 5Md7ybCJxmkT5gm92T

## 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:** 914 across all properties

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