

Eerste Klasse - Group B - DSO vs ARC

DATE: Saturday, January 17, 2026
LOCATION: Alphen aan den Rijn, Zuid-Holland, NL

Event Description

Eerste Klasse - Group B - DSO vs ARC is a premier sports event in Alphen aan den Rijn. 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: 61/100

Expected Attendance: 3,390 people

Event ID: FgHbvotQsBp7XnHZoF

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,356 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/eerste-klasse-group-b-dso-vs-arc>

Document generated on 6/4/2026, 2:08:15 AM