

Eerste Klasse - Group B - SC Monster vs Valken '68

DATE: Saturday, January 31, 2026
LOCATION: Valkenburg (Zuid-Holland), NL

Event Description

Eerste Klasse - Group B - SC Monster vs Valken '68 is a premier sports event in Valkenburg (Zuid-Holland). 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: 53/100

Expected Attendance: 1,338 people

Event ID: 42WbgRVPV3U2KqEapF

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 535 across all properties

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