

# Eerste Klasse - Group B - Valken '68 vs ARC

DATE: Saturday, February 7, 2026  
LOCATION: Alphen aan den Rijn, Zuid-Holland, NL

## Event Description

Eerste Klasse - Group B - Valken '68 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:** 8VKSCzuaLh3kNutkC3

## 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.*