

# Eerste Klasse Women - Group B - Veendam 1894 vs Sparta Nijkerk

DATE: Saturday, September 20, 2025  
LOCATION: Nijkerk, Friesland, NL

## Event Description

Eerste Klasse Women - Group B - Veendam 1894 vs Sparta Nijkerk is a premier sports event in Nijkerk. 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:** 2,200 people

**Event ID:** DxTjxpZqYNrQCdBZU7

## 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:** 880 across all properties

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