

Encore at Melkweg

DATE: Wednesday, December 31, 2025
LOCATION: Amsterdam, Noord-Holland, NL

Event Description

Encore at Melkweg is a premier concerts event in Amsterdam. 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: concerts

Importance Rank: 48/100

Expected Attendance: 832 people

Event ID: DDKPR2fywRUZ5zX9e8

Hotel Demand Indicators

ADR Impact Index: 5.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 333 across all properties

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