

Eredivisie - Ajax vs Telstar

DATE: Sunday, January 11, 2026
LOCATION: Velsen-Zuid, Noord-Holland, NL

Event Description

Eredivisie - Ajax vs Telstar is a premier sports event in Velsen-Zuid. 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: 59/100

Expected Attendance: 2,681 people

Event ID: GbUEfghgcJQXkEM2VM

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,072 across all properties

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