

# Eredivisie - AZ vs Heerenveen

DATE: Sunday, November 23, 2025  
LOCATION: Heerenveen, Friesland, NL

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## Event Description

Eredivisie - AZ vs Heerenveen is a premier sports event in Heerenveen. 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:** 77/100

**Expected Attendance:** 21,190 people

**Event ID:** 37RSZ3h6RG9Xitwq6G

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 8,476 across all properties

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

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