

# Eredivisie - AZ vs PEC Zwolle

DATE: Saturday, January 17, 2026

LOCATION: Zwolle, Overijssel, NL

## Event Description

Eredivisie - AZ vs PEC Zwolle is a premier sports event in Zwolle. 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:** 70/100

**Expected Attendance:** 10,115 people

**Event ID:** 4xfNCbf2QU3YUM5btF

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

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

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,046 across all properties

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