

# Eredivisie - AZ vs Twente

DATE: Sunday, November 30, 2025  
LOCATION: Enschede, Overijssel, NL

## Event Description

Eredivisie - AZ vs Twente is a premier sports event in Enschede. 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:** 78/100

**Expected Attendance:** 24,800 people

**Event ID:** 9tw5mekobTRjQmf7jB

## Hotel Demand Indicators

**ADR Impact Index:** 8.1x 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:** 9,920 across all properties

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