

Eredivisie - Excelsior vs Twente

DATE: Saturday, January 24, 2026
LOCATION: Enschede, Overijssel, NL

Event Description

Eredivisie - Excelsior 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: 77/100

Expected Attendance: 21,797 people

Event ID: Diu3DZXzAtLgX9e7jD

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: 8,719 across all properties

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

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