

# Eredivisie - Groningen vs Heerenveen

DATE: Sunday, January 18, 2026  
LOCATION: Heerenveen, Friesland, NL

## Event Description

Eredivisie - Groningen 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:** 76/100

**Expected Attendance:** 20,407 people

**Event ID:** 3MWd6Z9ji7HnEe3PDN

## 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:** 8,163 across all properties

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