

# Eredivisie - Groningen vs Sparta Rotterdam

DATE: Saturday, January 31, 2026  
LOCATION: Rotterdam, Zuid-Holland, NL

## Event Description

Eredivisie - Groningen vs Sparta Rotterdam is a premier sports event in Rotterdam. 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:** 9,875 people

**Event ID:** DXc8Yn7THi8WusJfxU

## 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:** 15km from venue

**Estimated Room Nights:** 3,950 across all properties

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