

# Eredivisie - NAC Breda vs Groningen

DATE: Saturday, January 10, 2026  
LOCATION: Groningen, Groningen, NL

## Event Description

Eredivisie - NAC Breda vs Groningen is a premier sports event in Groningen. 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:** 21,208 people

**Event ID:** CusiW5DKmvP7YMXwsn

## 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:** 8,483 across all properties

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