

Eredivisie - NAC Breda vs PSV

DATE: Saturday, January 24, 2026
LOCATION: Eindhoven, Noord-Brabant, NL

Event Description

Eredivisie - NAC Breda vs PSV is a premier sports event in Eindhoven. 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: 22,137 people

Event ID: Xiow7yCaBzh2MG6mUq

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: 8,855 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/eredivisie-nac-breda-vs-psv>

Document generated on 6/4/2026, 1:51:47 PM