

# Eredivisie - PSV vs Fortuna Sittard

DATE: Saturday, January 17, 2026

LOCATION: Sittard, Limburg, NL

## Event Description

Eredivisie - PSV vs Fortuna Sittard is a premier sports event in Sittard. 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:** 10,094 people

**Event ID:** 8j28keetNW9zEAVZbz

## 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:** 25km from venue

**Estimated Room Nights:** 4,038 across all properties

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