

Eredivisie - Telstar vs PEC Zwolle

DATE: Saturday, January 31, 2026

LOCATION: Zwolle, Overijssel, NL

Event Description

Eredivisie - Telstar vs PEC Zwolle is a premier sports event in Zwolle. 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: 10,115 people

Event ID: BsMJT4aGpndGoWDFdi

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: 4,046 across all properties

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