

# Free Drag Show in Amsterdam | Slay The Night Away! with AJ Heartstone

DATE: Friday, January 23, 2026  
LOCATION: Amsterdam, Noord-Holland, NL

## Event Description

Free Drag Show in Amsterdam | Slay The Night Away! with AJ Heartstone is a premier performing-arts event in Amsterdam. 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:** performing-arts  
**Importance Rank:** 30/100  
**Expected Attendance:** 102 people  
**Event ID:** BtTApPdaadHLHE6yyZ

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 30 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 41 across all properties

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