

# Gather the troops - army arise!

DATE: Thursday, September 25, 2025

LOCATION: Veenendaal, Utrecht, NL

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## Event Description

Gather the troops - army arise! is a premier conferences event in Veenendaal. 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:** conferences

**Importance Rank:** 43/100

**Expected Attendance:** 424 people

**Event ID:** FvRroLmktmpRF5DuXc

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 170 across all properties

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

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Document generated on 6/4/2026, 1:22:08 AM