

# Gladde Paling's ONDERWATERWERELD

DATE: Saturday, January 24, 2026  
LOCATION: Enschede, Overijssel, NL

---

## Event Description

Gladde Paling's ONDERWATERWERELD is a premier concerts event in Enschede. 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:** concerts

**Importance Rank:** 53/100

**Expected Attendance:** 1,392 people

**Event ID:** 8fZ6LSPWyCAMfAC9xc

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 557 across all properties

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