

# HeartFire Special : By the Fire with Ajeet | 2 October 2025 Salon Ruigoord

DATE: Thursday, October 2, 2025  
LOCATION: Amsterdam, Noord-Holland, NL

---

## Event Description

HeartFire Special : By the Fire with Ajeet | 2 October 2025 Salon Ruigoord is a premier concerts 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:** concerts

**Importance Rank:** 45/100

**Expected Attendance:** 593 people

**Event ID:** AxKPA5AKwEdPazAbN5

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 237 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/heartfire-special-by-the-fire-with-ajeet-2-october-2025-salon-ruigoord>

Document generated on 6/4/2026, 12:42:56 PM