

Her way: EdAD\$>D VEr CC@C

DATE: Saturday, November 22, 2025
LOCATION: Amsterdam, Noord-Holland, NL

Event Description

Her way: EdAD\$>D VEr D4:D 0Et=D LC=8DP Ct0D =Cä2CÔ8DdL D0 AÔ is a premier conferences event in the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: conferences

Importance Rank: 31/100

Expected Attendance: 116 people

Event ID: 3WedGxXkEZwvaWZhAm

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: 46 across all properties

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