

# HET KANAAL SPREEKT

DATE: Thursday, August 21, 2025  
LOCATION: Alkmaar, Noord-Holland, NL

## Event Description

HET KANAAL SPREEKT is a premier concerts event in Alkmaar. 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:** 40/100

**Expected Attendance:** 308 people

**Event ID:** DeLpRsgkvhYRFEjBMF

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 123 across all properties

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