

# Illustratiemarkt in De Utrechter - 8 november 2025

DATE: Saturday, November 8, 2025  
LOCATION: Utrecht, Utrecht, NL

## Event Description

Illustratiemarkt in De Utrechter - 8 november 2025 is a premier expos event in Utrecht. 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:** expos

**Importance Rank:** 47/100

**Expected Attendance:** 693 people

**Event ID:** 5JfPjcwaXbKZsHxfCf

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 277 across all properties

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