

# Jay Som, SPIRIT OF THE BEEHIVE, Momma, and 7 others

DATE: Thursday, October 30, 2025  
LOCATION: Amsterdam, Noord-Holland, NL

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## Event Description

Jay Som, SPIRIT OF THE BEEHIVE, Momma, and 7 others is a premier festivals 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:** festivals

**Importance Rank:** 54/100

**Expected Attendance:** 1,500 people

**Event ID:** C8sguZMNQUNkXZirn7

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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

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