

# KNOX at Melkweg

DATE: Monday, September 22, 2025  
LOCATION: Amsterdam, Noord-Holland, NL

---

## Event Description

KNOX at Melkweg 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:** 48/100  
**Expected Attendance:** 839 people  
**Event ID:** CG9SgYbS2oJXrDVyDd

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 336 across all properties

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

---