

KNVB Beker - 1st Preliminary Round - Meerssen vs Juliana '31

DATE: Wednesday, September 3, 2025
LOCATION: Malden, Gelderland, NL

Event Description

KNVB Beker - 1st Preliminary Round - Meerssen vs Juliana '31 is a premier sports event in Malden. 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: sports

Importance Rank: 52/100

Expected Attendance: 1,314 people

Event ID: EiwWR3kZZG6e3vffuh

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 526 across all properties

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