

# KNVB Beker - 1st Round - Heerenveen vs VVV

DATE: Tuesday, October 28, 2025  
LOCATION: Venlo, Limburg, NL

## Event Description

KNVB Beker - 1st Round - Heerenveen vs VVV is a premier sports event in Venlo. 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:** 60/100  
**Expected Attendance:** 3,294 people  
**Event ID:** 8RNanfznuNwS5ptLYs

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,318 across all properties

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