

# KNVB Beker - 2nd Round - De Treffers vs Sportlust '46

DATE: Thursday, December 18, 2025  
LOCATION: Woerden, Utrecht, NL

## Event Description

KNVB Beker - 2nd Round - De Treffers vs Sportlust '46 is a premier sports event in Woerden. 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:** 55/100

**Expected Attendance:** 1,727 people

**Event ID:** FWvCgzmfEjykinLt6L

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 691 across all properties

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