

# KNVB Beker - 2nd Round - Hoogeveen vs Heracles

DATE: Tuesday, December 16, 2025  
LOCATION: Almelo, Overijssel, NL

## Event Description

KNVB Beker - 2nd Round - Hoogeveen vs Heracles is a premier sports event in Almelo. 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:** 62/100

**Expected Attendance:** 4,051 people

**Event ID:** 9QPRYwghkpwghe83w8

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,620 across all properties

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