

KNVB Beker - 2nd Round - Sparta Rotterdam vs Willem II

DATE: Thursday, December 18, 2025
LOCATION: Tilburg, Noord-Brabant, NL

Event Description

KNVB Beker - 2nd Round - Sparta Rotterdam vs Willem II is a premier sports event in Tilburg. 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: 68/100

Expected Attendance: 7,876 people

Event ID: BnZDRmCaD8Xq76NJG7

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,150 across all properties

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