

# Kunst- en Muziekweekend

DATE: Saturday, December 13, 2025  
LOCATION: Ter Aar, Zuid-Holland, NL

## Event Description

Kunst- en Muziekweekend is a premier performing-arts event in Ter Aar. 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:** performing-arts

**Importance Rank:** 42/100

**Expected Attendance:** 382 people

**Event ID:** ES5TTFDj4eW7PTM5q4

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 153 across all properties

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