

# la loye and Awkward I

DATE: Thursday, December 4, 2025

LOCATION: Deventer, Overijssel, NL

## Event Description

la loye and Awkward I is a premier concerts event in Deventer. 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:** concerts

**Importance Rank:** 40/100

**Expected Attendance:** 310 people

**Event ID:** BBsbPpxCy6pdvLohyx

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 124 across all properties

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

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<https://becircadian.com/events/la-loye-and-awkward-i>

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