

# M\_Parkeerkaart Vrienden van Amstel Live 2026

DATE: Saturday, January 10, 2026  
LOCATION: Rotterdam, Zuid-Holland, NL

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## Event Description

M\_Parkeerkaart Vrienden van Amstel Live 2026 is a premier community event in Rotterdam. 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:** community

**Importance Rank:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** EgzVAmo8mwPpV39j5G

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 4,000 across all properties

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

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