

Mariah the Scientist

DATE: Tuesday, January 20, 2026

LOCATION: Utrecht, Utrecht, NL

Event Description

Mariah the Scientist is a premier concerts event in Utrecht. 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: 54/100

Expected Attendance: 1,520 people

Event ID: 8WiSp22Ar8oGmK3hXn

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 608 across all properties

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