

# Mart Hoogkamer, Wolter Kroes, Jeffrey Heesen, and 4 others

DATE: Saturday, November 22, 2025  
LOCATION: Leiden, Zuid-Holland, NL

## Event Description

Mart Hoogkamer, Wolter Kroes, Jeffrey Heesen, and 4 others is a premier festivals event in Leiden. 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:** festivals

**Importance Rank:** 43/100

**Expected Attendance:** 437 people

**Event ID:** G99bchtSEfYNFdFcXs

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 175 across all properties

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