

# Martha High and Funky Divas

DATE: Saturday, January 31, 2026

LOCATION: Heerlen, Limburg, NL

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## Event Description

Martha High and Funky Divas is a premier concerts event in Heerlen. 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:** 48/100

**Expected Attendance:** 797 people

**Event ID:** 5rCA6sJeDqxX3EnB77

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 319 across all properties

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