

Mega Trucks Festival

DATE: Saturday, December 6, 2025

LOCATION: North Brabant, NL

Event Description

Mega Trucks Festival is a premier expos event in the region. 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: expos

Importance Rank: 71/100

Expected Attendance: 10,670 people

Event ID: 8eG3WA5oZskNtJ2jRR

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,268 across all properties

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

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<https://becircadian.com/events/mega-trucks-festival>

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