

Mula B | Comfort Seats

DATE: Friday, December 5, 2025
LOCATION: Amsterdam Zuidoost, Noord-Holland, NL

Event Description

Mula B | Comfort Seats is a premier concerts event in Amsterdam Zuidoost. 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: 59/100

Expected Attendance: 2,666 people

Event ID: 955h3j33bwc8W9Qxek

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,066 across all properties

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