

Mullet Sessions: Halloween Special

DATE: Friday, October 31, 2025
LOCATION: Amsterdam, Noord-Holland, NL

Event Description

Mullet Sessions: Halloween Special is a premier concerts event in Amsterdam. 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: 45/100

Expected Attendance: 591 people

Event ID: GgHeRMc2xooRs4c93L

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 236 across all properties

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