

Nacht van de Nacht zaterdag 25 oktober 2025 (Night of the Nights)

DATE: Saturday, October 25, 2025
LOCATION: Groningen, Groningen, NL

Event Description

Nacht van de Nacht zaterdag 25 oktober 2025 (Night of the Nights) is a premier conferences event in Groningen. 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: conferences

Importance Rank: 39/100

Expected Attendance: 283 people

Event ID: GT7Ms2mnrEmL4WXjd5

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 113 across all properties

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