

Not a Playbook: The Art of Building a Brand

DATE: Thursday, October 9, 2025
LOCATION: Amsterdam, Noord-Holland, NL

Event Description

Not a Playbook: The Art of Building a Brand is a premier conferences 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: conferences

Importance Rank: 44/100

Expected Attendance: 480 people

Event ID: CwaZsJ6H3wcjqQTndF

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 192 across all properties

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