

Pop Unplugged: Rolling in the Sound - Adele

DATE: Saturday, September 20, 2025
LOCATION: Rotterdam, Zuid-Holland, NL

Event Description

Pop Unplugged: Rolling in the Sound - Adele is a premier concerts event in Rotterdam. 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: 38/100

Expected Attendance: 250 people

Event ID: 8SXaLs7oaq5LoDn83L

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 100 across all properties

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