

PRE-REGISTER| Culture Cocktail & Loving Room Present Cherry Sour

DATE: Saturday, September 13, 2025
LOCATION: Amsterdam, Noord-Holland, NL

Event Description

PRE-REGISTER| Culture Cocktail & Loving Room Present Cherry Sour 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: 43/100

Expected Attendance: 459 people

Event ID: VMQ8C3rs8jSeogfnE8

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: 184 across all properties

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