

Radar Men From the Moon, Briqueville, Terzij De Horde, and 7 others

DATE: Friday, August 29, 2025
LOCATION: Utrecht, Utrecht, NL

Event Description

Radar Men From the Moon, Briqueville, Terzij De Horde, and 7 others is a premier festivals event in Utrecht. 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: festivals

Importance Rank: 48/100

Expected Attendance: 831 people

Event ID: 3AEq7ep5gsRPesURWk

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 332 across all properties

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