

# Sample Sale | Fred de la Bretoniere, Shabbies Amsterdam & Pantofola d'Oro

DATE: Friday, October 31, 2025  
LOCATION: Drunen, Noord-Brabant, NL

## Event Description

Sample Sale | Fred de la Bretoniere, Shabbies Amsterdam & Pantofola d'Oro is a premier expos event in Drunen. 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:** expos

**Importance Rank:** 61/100

**Expected Attendance:** 3,451 people

**Event ID:** 3G7ZDRwaczSijjiCKt

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,380 across all properties

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