

Sharon Van Etten at TivoliVredenburg

DATE: Saturday, August 23, 2025

LOCATION: Utrecht, Utrecht, NL

Event Description

Sharon Van Etten at TivoliVredenburg is a premier concerts 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: concerts

Importance Rank: 53/100

Expected Attendance: 1,398 people

Event ID: 7CcS4KoondFguvnj25

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 559 across all properties

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