

Smith/Kotzen, Richie Kotzen, and Âdrian Smith

DATE: Tuesday, February 10, 2026
LOCATION: Haarlem, Noord-Holland, NL

Event Description

Smith/Kotzen, Richie Kotzen, and Âdrian Smith is a premier concerts event in Haarlem. 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: 51/100

Expected Attendance: 1,179 people

Event ID: D7nQDhqkacW9HrxZ2L

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 472 across all properties

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