

Sparta Rotterdam vs FC Groningen

DATE: Sunday, October 19, 2025
LOCATION: Groningen, Groningen, NL

Event Description

Sparta Rotterdam vs FC Groningen is a premier sports event in Groningen. 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: sports

Importance Rank: 77/100

Expected Attendance: 22,222 people

Event ID: BtXY2SNAEM8YwMkB8k

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,889 across all properties

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