

SUNNY SIDE UP BIJ BONT VIVANT

DATE: Sunday, September 28, 2025
LOCATION: Baarle-Nassau, Noord-Brabant, NL

Event Description

SUNNY SIDE UP BIJ BONT VIVANT is a premier concerts event in Baarle-Nassau. 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: 32/100

Expected Attendance: 132 people

Event ID: C4FyQhRinNzVdBFXV5

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 53 across all properties

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