

The Big Plant Pop-up - The Hague

DATE: Friday, September 19, 2025
LOCATION: Den Haag, Zuid-Holland, NL

Event Description

The Big Plant Pop-up - The Hague is a premier festivals event in Den Haag. 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: festivals

Importance Rank: 58/100

Expected Attendance: 2,381 people

Event ID: 55uAhZ9y8tyb5uveNL

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 952 across all properties

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

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