

# The Deep Dark Woods

DATE: Wednesday, September 10, 2025

LOCATION: Groningen, Groningen, NL

## Event Description

The Deep Dark Woods is a premier concerts 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:** concerts

**Importance Rank:** 42/100

**Expected Attendance:** 416 people

**Event ID:** Ff5XSoUWg9iEZitPis

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 166 across all properties

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