

The Estée Lauder Companies - Christmas Sales

DATE: Wednesday, October 22, 2025
LOCATION: Amsterdam, Noord-Holland, NL

Event Description

The Estée Lauder Companies - Christmas Sales is a premier expos event in Amsterdam. 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: expos

Importance Rank: 50/100

Expected Attendance: 989 people

Event ID: 9ihWKxaheAr9yyvgtD

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: 396 across all properties

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