

# The Inner Flame (Women's) Conference | The Shift

DATE: Saturday, January 10, 2026  
LOCATION: Den Haag, Zuid-Holland, NL

## Event Description

The Inner Flame (Women's) Conference | The Shift is a premier conferences 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:** conferences

**Importance Rank:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** eSLVyMyiV2WoMy9VVf

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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