

THE LAST MILE

DATE: Saturday, October 18, 2025
LOCATION: Beek-Ubbergen, Gelderland, NL

Event Description

THE LAST MILE is a premier community event in Beek-Ubbergen. 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: community
Importance Rank: 40/100
Expected Attendance: 300 people
Event ID: 4zq6ZANr6SLitpENHZ

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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