

# Theatersport: Testbeeld versus Plak

DATE: Saturday, October 11, 2025

LOCATION: Utrecht, Utrecht, NL

## Event Description

Theatersport: Testbeeld versus Plak is a premier performing-arts event in Utrecht. 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:** performing-arts

**Importance Rank:** 42/100

**Expected Attendance:** 378 people

**Event ID:** 5mLuGsN8BNXsZjPnxg

## 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:** 151 across all properties

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