

Thijs Boontjes

DATE: Saturday, January 31, 2026

LOCATION: Utrecht, Utrecht, NL

Event Description

Thijs Boontjes is a premier community 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: community

Importance Rank: 44/100

Expected Attendance: 490 people

Event ID: 49at868gRrJqVQCrz8

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 196 across all properties

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