

# Think & Drink: Cyberweerbaar Ondernemen

DATE: Thursday, October 16, 2025  
LOCATION: Den Haag, Zuid-Holland, NL

## Event Description

Think & Drink: Cyberweerbaar Ondernemen 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:** 42/100

**Expected Attendance:** 381 people

**Event ID:** uvHa4ENw4iTknwoeQz

## 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:** 152 across all properties

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