

# Uit De Riolen - nieuwjaarseditie

DATE: Saturday, January 3, 2026  
LOCATION: Eindhoven, Noord-Brabant, NL

---

## Event Description

Uit De Riolen - nieuwjaarseditie is a premier concerts event in Eindhoven. 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:** concerts

**Importance Rank:** 52/100

**Expected Attendance:** 1,200 people

**Event ID:** HZPTwMHhV5LZxDQZxZ

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 480 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/uit-de-riolen-nieuwjaarseditie>

Document generated on 6/4/2026, 6:53:06 AM