

# Vierde Divisie - Group A - AFC '34 vs Ter Leede

DATE: Saturday, January 17, 2026  
LOCATION: Sassenheim, Zuid-Holland, NL

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## Event Description

Vierde Divisie - Group A - AFC '34 vs Ter Leede is a premier sports event in Sassenheim. 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:** sports

**Importance Rank:** 52/100

**Expected Attendance:** 1,194 people

**Event ID:** BnkBTEsdYyDzNJeilz

## 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:** 478 across all properties

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