

WBL (W) - BAL vs Hammers Zwolle

DATE: Sunday, January 18, 2026
LOCATION: Zwolle, Overijssel, NL

Event Description

WBL (W) - BAL vs Hammers Zwolle is a premier sports event in Zwolle. 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: 1,200 people

Event ID: 5UZNEveDv5nX5iq3Ft

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.