

# WBL (W) - Hammers Zwolle vs Leiden

DATE: Sunday, January 11, 2026  
LOCATION: Leiden, Zuid-Holland, NL

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## Event Description

WBL (W) - Hammers Zwolle vs Leiden is a premier sports event in Leiden. 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:** 57/100

**Expected Attendance:** 2,196 people

**Event ID:** Eifnudn8mVvvFeECNN

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 878 across all properties

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

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