

Words in Motion

DATE: Thursday, August 21, 2025
LOCATION: Eindhoven, Noord-Brabant, NL

Event Description

Words in Motion is a premier performing-arts 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: performing-arts
Importance Rank: 39/100
Expected Attendance: 274 people
Event ID: H5RQqJVqPF4nTEngb

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 110 across all properties

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

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