

# XL Trouwbeurs Zwolle

DATE: Saturday, October 11, 2025

LOCATION: Zwolle, Overijssel, NL

## Event Description

XL Trouwbeurs Zwolle is a premier expos 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:** expos

**Importance Rank:** 48/100

**Expected Attendance:** 754 people

**Event ID:** CdmaWo9kvMuRMLNWbv

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 302 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/xl-trouwbeurs-zwolle>

Document generated on 6/4/2026, 3:11:33 AM