

# Yulia Niko and Might Delete Later

DATE: Thursday, October 23, 2025  
LOCATION: Amsterdam, Noord-Holland, NL

## Event Description

Yulia Niko and Might Delete Later is a premier concerts event in Amsterdam. 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:** concerts

**Importance Rank:** 48/100

**Expected Attendance:** 816 people

**Event ID:** DDY6yBdzbKw4o8Nv2a

## 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:** 326 across all properties

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