

A tribute to Abba by Abba4U: The Christmas Special

DATE: Saturday, December 20, 2025
LOCATION: Hasselt, Vlaanderen, BE

Event Description

A tribute to Abba by Abba4U: The Christmas Special is a premier concerts event in Hasselt. 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: 60/100

Expected Attendance: 3,191 people

Event ID: EcYqH8H4PQWVcrS3B2

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,276 across all properties

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