

Afterwork: Back to Business - 25 Septembre

DATE: Thursday, September 25, 2025
LOCATION: Mont-Saint-Guibert, Région wallonne, BE

Event Description

Afterwork: Back to Business - 25 Septembre is a premier conferences event in Mont-Saint-Guibert. 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: conferences

Importance Rank: 40/100

Expected Attendance: 325 people

Event ID: DDxmxEPBeTcrneDDT

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 130 across all properties

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

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