

# Alice Armstrong (UK) - Blues

DATE: Monday, November 10, 2025  
LOCATION: Verviers, Région Wallonne, BE

## Event Description

Alice Armstrong (UK) - Blues is a premier concerts event in Verviers. 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:** 41/100

**Expected Attendance:** 343 people

**Event ID:** EKWPN5jawcr2MkzuAt

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 137 across all properties

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