

# Alice in Wonderland - De Musical

DATE: Saturday, December 6, 2025

LOCATION: Gent, Vlaanderen, BE

## Event Description

Alice in Wonderland - De Musical is a premier performing-arts event in Gent. 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:** performing-arts

**Importance Rank:** 47/100

**Expected Attendance:** 694 people

**Event ID:** NNVYxWHhLcyEo3JpiG

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 278 across all properties

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