

# Boeklezing met Fleur van Groningen

DATE: Friday, November 7, 2025  
LOCATION: Asse, Vlaanderen, BE

## Event Description

Boeklezing met Fleur van Groningen is a premier conferences event in Asse. 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:** 326 people

**Event ID:** 7GMFhpuhGKGKMEKwoc

## 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.*