

Break Free at Theatre Royal

DATE: Saturday, December 13, 2025
LOCATION: Mons, Région wallonne, BE

Event Description

Break Free at Theatre Royal is a premier concerts event in Mons. 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: 48/100

Expected Attendance: 794 people

Event ID: 7F8AmuD4pKVCWnVYqt

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 318 across all properties

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