

Café Costume's MEN & WOMEN Sample Sale - GHENT

DATE: Friday, November 21, 2025
LOCATION: Gent, Vlaanderen, BE

Event Description

Café Costume's MEN & WOMEN Sample Sale - GHENT is a premier expos 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: expos

Importance Rank: 63/100

Expected Attendance: 4,531 people

Event ID: 6jfETSuRk6cXi4mcfC

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,812 across all properties

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