

# Closing Concert of Tara Festival - Souvenir de Villers

DATE: Sunday, September 14, 2025  
LOCATION: Villers-la-Ville, Région wallonne, BE

## Event Description

Closing Concert of Tara Festival - Souvenir de Villers is a premier festivals event in Villers-la-Ville. 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:** festivals

**Importance Rank:** 34/100

**Expected Attendance:** 157 people

**Event ID:** DXieYZ8Qdti5SWBdfJ

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 63 across all properties

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