

Concert des étudiants de la TARA Academy

DATE: Friday, September 12, 2025
LOCATION: Villers-la-Ville, Région wallonne, BE

Event Description

Concert des étudiants de la TARA Academy is a premier performing-arts 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: performing-arts

Importance Rank: 29/100

Expected Attendance: 92 people

Event ID: 3MWeZ2Q5w9emmkF3xX

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 37 across all properties

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