

Cup - 5th Round - Crossing Schaerbeek vs Braine

DATE: Sunday, August 24, 2025
LOCATION: Braine-L'Alleud (Eigenbrakel), BE

Event Description

Cup - 5th Round - Crossing Schaerbeek vs Braine is a premier sports event in Braine-L'Alleud (Eigenbrakel). 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: sports

Importance Rank: 53/100

Expected Attendance: 1,401 people

Event ID: Hpb9P68ZR4ebt89RQ5

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 560 across all properties

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