

Dire Straits by Cooking With Knopfler at Theatre Royal

DATE: Thursday, January 29, 2026
LOCATION: Mons, Région wallonne, BE

Event Description

Dire Straits by Cooking With Knopfler 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: 6orcTeWEtfk9USky7p

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.