

Division 1 - ACFF - Excelsior Virton vs Union Namur

DATE: Sunday, January 25, 2026
LOCATION: Jambes, BE

Event Description

Division 1 - ACFF - Excelsior Virton vs Union Namur is a premier sports event in Jambes. 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: 55/100

Expected Attendance: 1,807 people

Event ID: 7RHhTx4o8zvZGHwYvX

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 723 across all properties

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