

Division 1 - ACFF - Union Namur vs Excelsior Virton

DATE: Wednesday, August 27, 2025
LOCATION: Virton, Région Wallonne, BE

Event Description

Division 1 - ACFF - Union Namur vs Excelsior Virton is a premier sports event in Virton. 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: 56/100

Expected Attendance: 2,049 people

Event ID: 9LqTMKxRk8PMNGuNmQ

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 820 across all properties

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