

Division 1 - VV - Diegem Sport vs Lyra-Lierse Berlaar

DATE: Saturday, November 22, 2025
LOCATION: Lier, Vlaanderen, BE

Event Description

Division 1 - VV - Diegem Sport vs Lyra-Lierse Berlaar is a premier sports event in Lier. 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: 1,478 people

Event ID: J3Wf9mbf6vddufn5QX

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: 591 across all properties

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