

# Division 1 - VV - Tienen vs Lyra-Lierse Berlaar

DATE: Saturday, January 24, 2026  
LOCATION: Lier, Vlaanderen, BE

## Event Description

Division 1 - VV - Tienen 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:** 58/100

**Expected Attendance:** 2,500 people

**Event ID:** 5ZNkSfUptvaNccnJJw

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,000 across all properties

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