

# Division 2 - VV A - Sparta Petegem vs Harelbeke

DATE: Sunday, January 25, 2026  
LOCATION: Harelbeke, Vlaanderen, BE

## Event Description

Division 2 - VV A - Sparta Petegem vs Harelbeke is a premier sports event in Harelbeke. 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:** 60/100

**Expected Attendance:** 3,201 people

**Event ID:** FAeq348fbbXx2nmcU5

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,280 across all properties

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