

Division 2 - VV B - Heist vs Sint-Truiden II

DATE: Sunday, January 25, 2026
LOCATION: Sint-Truiden (St.-Trond), BE

Event Description

Division 2 - VV B - Heist vs Sint-Truiden II is a premier sports event in Sint-Truiden (St.-Trond). 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: 65/100

Expected Attendance: 5,945 people

Event ID: 456WPBho2ZVP7Bxb4t

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,378 across all properties

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