

Division 2 - VV B - Nijlen vs Heist

DATE: Saturday, January 31, 2026
LOCATION: Heist-op-den-Berg, Vlaams Gewest, BE

Event Description

Division 2 - VV B - Nijlen vs Heist is a premier sports event in Heist-op-den-Berg. 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: 64/100

Expected Attendance: 4,873 people

Event ID: HqTiawg5RvyAuwcPSi

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,949 across all properties

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

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