

Division 2 - VV B - Rotselaar vs Heist

DATE: Saturday, January 17, 2026
LOCATION: Heist-op-den-Berg, Vlaams Gewest, BE

Event Description

Division 2 - VV B - Rotselaar 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: 3bRN5CtGWZfnb3s6QK

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.
