

# First Division A - Cercle Brugge vs Sporting Charleroi

DATE: Friday, February 6, 2026  
LOCATION: Charleroi, Wallonie, BE

## Event Description

First Division A - Cercle Brugge vs Sporting Charleroi is a premier sports event in Charleroi. 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:** 68/100

**Expected Attendance:** 7,920 people

**Event ID:** DzVhJc455vEe2KRgbv

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,168 across all properties

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