

First Division A - Genk vs Gent

DATE: Sunday, November 9, 2025
LOCATION: Gent, Vlaams Gewest, BE

Event Description

First Division A - Genk vs Gent is a premier sports event in Gent. 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: 74/100

Expected Attendance: 16,226 people

Event ID: F55XxsUgMJPADR7mkr

Hotel Demand Indicators

ADR Impact Index: 7.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,490 across all properties

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