

# First Division A - Gent vs Standard Liège

DATE: Friday, January 23, 2026  
LOCATION: Liège, Wallonie, BE

## Event Description

First Division A - Gent vs Standard Liège is a premier sports event in Liège. 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:** 77/100

**Expected Attendance:** 22,833 people

**Event ID:** HtUUyMYAffHj6FHRbV

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 9,133 across all properties

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