

First Division A - OH Leuven vs Sint-Truiden

DATE: Friday, January 16, 2026
LOCATION: Sint-Truiden (St.-Trond), BE

Event Description

First Division A - OH Leuven vs Sint-Truiden is a premier sports event in Sint-Truiden (St.-Trond). 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: 8,181 people

Event ID: 5MndDJ4Y7fRmTdP3JK

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: 3,272 across all properties

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