

First Division A - Sint-Truiden vs RAAL La Louvière

DATE: Friday, January 23, 2026
LOCATION: La Louvière, Région wallonne, BE

Event Description

First Division A - Sint-Truiden vs RAAL La Louvière is a premier sports event in La Louvière. 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: 9yek7CZk2sdkDV5oFv

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.