

# First Division A - Standard Liège vs Mechelen

DATE: Friday, November 28, 2025  
LOCATION: Mechelen, Vlaams Gewest, BE

## Event Description

First Division A - Standard Liège vs Mechelen is a premier sports event in Mechelen. 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:** 72/100

**Expected Attendance:** 12,787 people

**Event ID:** FqKiR7ZiGBF8q5Rf29

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x 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:** 5,115 across all properties

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