

First Division A - Westerlo vs Gent

DATE: Saturday, December 27, 2025
LOCATION: Gent, Vlaams Gewest, BE

Event Description

First Division A - Westerlo 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: 73/100

Expected Attendance: 14,089 people

Event ID: ETELbsrk3gH844qTXs

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,636 across all properties

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