

# Fraîche Pop (Adèle & Robin, Cobalt, Daysy)

DATE: Friday, February 6, 2026  
LOCATION: Bruxelles, Bruxelles, BE

## Event Description

Fraîche Pop (Adèle & Robin, Cobalt, Daysy) is a premier concerts event in Bruxelles. 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:** concerts

**Importance Rank:** 57/100

**Expected Attendance:** 2,184 people

**Event ID:** 3SYvPLqN2KHsiJMywM

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 874 across all properties

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