

# Free launch event : Prof. Dr. Michael Vlerick on the Art of being Happy.

DATE: Monday, September 22, 2025  
LOCATION: Gent, Vlaanderen, BE

---

## Event Description

Free launch event : Prof. Dr. Michael Vlerick on the Art of being Happy. is a premier conferences 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:** conferences

**Importance Rank:** 41/100

**Expected Attendance:** 365 people

**Event ID:** 3g6sBJ2qkGHfCzyJ3X

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 146 across all properties

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