

# Go For Cruise Event Winter Editie

DATE: Thursday, January 22, 2026  
LOCATION: Antwerpen, Vlaanderen, BE

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## Event Description

Go For Cruise Event Winter Editie is a premier expos event in Antwerpen. 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:** expos

**Importance Rank:** 39/100

**Expected Attendance:** 298 people

**Event ID:** F3rL9Yw2aGq5g6D2rY

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 119 across all properties

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