

Hollywood au pied du Terril

DATE: Sunday, October 19, 2025
LOCATION: Mons, Région wallonne, BE

Event Description

Hollywood au pied du Terril is a premier festivals event in Mons. 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: festivals

Importance Rank: 34/100

Expected Attendance: 152 people

Event ID: 4tJT6m66fYtDvDVkkM

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 61 across all properties

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