

JAM Barn

DATE: Saturday, September 13, 2025
LOCATION: Villers-la-Ville, Région wallonne, BE

Event Description

JAM Barn is a premier concerts event in Villers-la-Ville. 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: 31/100

Expected Attendance: 117 people

Event ID: HUeezooPiWPi3bU5Pf

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 47 across all properties

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