

# Landencocktail: dé reisbeurs voor avontuurlijke groepsreizigers

DATE: Sunday, December 7, 2025  
LOCATION: Mechelen, Vlaanderen, BE

## Event Description

Landencocktail: dé reisbeurs voor avontuurlijke groepsreizigers is a premier expos event in Mechelen. 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:** 54/100

**Expected Attendance:** 1,547 people

**Event ID:** ATS5owjAKn9AMKuw7g

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 619 across all properties

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