

Lorna Shore at Forest National

DATE: Friday, February 6, 2026
LOCATION: Forest, Bruxelles, BE

Event Description

Lorna Shore at Forest National is a premier concerts event in Forest. 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: 65/100

Expected Attendance: 5,790 people

Event ID: 9WLWXcBnEdbcZuJp4S

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,316 across all properties

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

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