

Malléable – Exposition & Vente de Céramiques Artisanales

DATE: Saturday, October 4, 2025
LOCATION: Hamois, Région wallonne, BE

Event Description

Malléable – Exposition & Vente de Céramiques Artisanales is a premier expos event in Hamois. 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: 40/100

Expected Attendance: 330 people

Event ID: 9ehudpb8czhQSV3tmc

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 132 across all properties

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