

# Maxime Mandrake : Univers

DATE: Sunday, November 30, 2025

LOCATION: Liège, Wallonie, BE

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## Event Description

Maxime Mandrake : Univers is a premier performing-arts event in Liège. 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:** performing-arts

**Importance Rank:** 57/100

**Expected Attendance:** 2,117 people

**Event ID:** 9tcpuxv3x54w8t6uY3

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 847 across all properties

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