

MC Chucky and Mark With a K

DATE: Wednesday, December 31, 2025

LOCATION: Ath, Région wallonne, BE

Event Description

MC Chucky and Mark With a K is a premier concerts event in Ath. 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: 49/100

Expected Attendance: 848 people

Event ID: 4krCX7wWYgNZ96Ha8e

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 339 across all properties

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