

múm

DATE: Tuesday, November 25, 2025
LOCATION: Saint-Josse-ten-Noode, Bruxelles, BE

Event Description

múm is a premier concerts event in Saint-Josse-ten-Noode. 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: 40/100

Expected Attendance: 334 people

Event ID: 6CgVMTwjsMNzfSMAEN

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: 134 across all properties

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