

Opening Concert - Road to Villers

DATE: Wednesday, September 10, 2025
LOCATION: Villers-la-Ville, Région wallonne, BE

Event Description

Opening Concert - Road to Villers is a premier concerts event in Villers-la-Ville. 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: 31/100

Expected Attendance: 117 people

Event ID: 5gpHstLgJGXZCZx2FB

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 47 across all properties

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

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