

# Picknicken met rode mieren - Gent

DATE: Friday, October 10, 2025  
LOCATION: Gent, Vlaanderen, BE

## Event Description

Picknicken met rode mieren - Gent is a premier concerts event in Gent. 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:** 34/100

**Expected Attendance:** 150 people

**Event ID:** 6VGKa6idAF73C3Mcqd

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 60 across all properties

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