

Planten Pop-Up Sale Brussel: Groen in het Hart van de Stad!

DATE: Friday, October 17, 2025
LOCATION: Bruxelles, Bruxelles, BE

Event Description

Planten Pop-Up Sale Brussel: Groen in het Hart van de Stad! is a premier festivals event in Bruxelles. 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: festivals

Importance Rank: 44/100

Expected Attendance: 505 people

Event ID: GZELLyNyK3egSEDpL2

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 202 across all properties

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