

# Planten Pop-Up Sale Mechelen: Groen Herfstweekend!

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

## Event Description

Planten Pop-Up Sale Mechelen: Groen Herfstweekend! is a premier festivals event in Mechelen. 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:** 45/100

**Expected Attendance:** 590 people

**Event ID:** Et2meCEyqYCNKk3Cge

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 236 across all properties

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