

# Polyclose

DATE: Wednesday, January 14, 2026

LOCATION: Gent, Vlaanderen, BE

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## Event Description

Polyclose is a premier expos 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:** expos

**Importance Rank:** 73/100

**Expected Attendance:** 14,000 people

**Event ID:** FkB79tS4tTkxcirvEx

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,600 across all properties

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

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<https://becircadian.com/events/polyclose>

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