

Provincial - Brabant - ACFF - Waterloo vs US d'Ophain

DATE: Sunday, August 31, 2025
LOCATION: Braine-l'Alleud, Région Wallonne, BE

Event Description

Provincial - Brabant - ACFF - Waterloo vs US d'Ophain is a premier sports event in Braine-l'Alleud. 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: sports

Importance Rank: 50/100

Expected Attendance: 973 people

Event ID: 9fDxzhDEytugGn6GAM

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 389 across all properties

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