

Provincial - Liège - Juprelle vs Malmundaria

DATE: Saturday, September 27, 2025
LOCATION: Malmedy, Région Wallonne, BE

Event Description

Provincial - Liège - Juprelle vs Malmundaria is a premier sports event in Malmedy. 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: 52/100

Expected Attendance: 1,279 people

Event ID: 48ayyjWf9B5uUX5kit

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 512 across all properties

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