

Radio Guga - Ondersteboven

DATE: Saturday, January 10, 2026

LOCATION: Gent, Vlaanderen, BE

Event Description

Radio Guga - Ondersteboven is a premier performing-arts 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: performing-arts

Importance Rank: 46/100

Expected Attendance: 603 people

Event ID: 6wtZsuECBy4JBEEM3r

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 241 across all properties

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