

Rock Sympho Show by Prime Orchestra

DATE: Wednesday, January 7, 2026

LOCATION: Gent, Vlaanderen, BE

Event Description

Rock Sympho Show by Prime Orchestra is a premier concerts 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: concerts

Importance Rank: 54/100

Expected Attendance: 1,630 people

Event ID: 9JD8HfjYrjQoYdAyTM

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 652 across all properties

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