

Saudade-Vontade: NOVA AZUL

DATE: Friday, September 12, 2025

LOCATION: Ottignies-Louvain-la-Neuve, Waals Gewest, BE

Event Description

Saudade-Vontade: NOVA AZUL is a premier concerts event in Ottignies-Louvain-la-Neuve. 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: 30/100

Expected Attendance: 104 people

Event ID: 6KD3MHWWEnejTdJphv

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 42 across all properties

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