

Social Gravel Ride

DATE: Friday, September 12, 2025
LOCATION: Tessenderlo-Ham, Vlaanderen, BE

Event Description

Social Gravel Ride is a premier community event in Tessenderlo-Ham. 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: community
Importance Rank: 32/100
Expected Attendance: 124 people
Event ID: CPfcW9S2gkht6pzB5d

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 50 across all properties

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