

# Standard Liege vs KAA Gent

DATE: Saturday, October 25, 2025

LOCATION: Gent, Vlaanderen, BE

## Event Description

Standard Liege vs KAA Gent is a premier sports 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:** sports

**Importance Rank:** 74/100

**Expected Attendance:** 15,794 people

**Event ID:** 5LgcCztPFBRyS3XomG

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,318 across all properties

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