

# The Obscure - A Real Cure Experience

DATE: Saturday, October 25, 2025  
LOCATION: Mechelen, Vlaanderen, BE

---

## Event Description

The Obscure - A Real Cure Experience is a premier concerts event in Mechelen. 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:** 33/100

**Expected Attendance:** 149 people

**Event ID:** FVpPMcryBa46rdHsrY

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 60 across all properties

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

---