

The Planes en concert - Acte 3

DATE: Friday, November 7, 2025
LOCATION: Braine-l'Alleud, Région Wallonne, BE

Event Description

The Planes en concert - Acte 3 is a premier concerts event in Braine-l'Alleud. 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: 37/100

Expected Attendance: 228 people

Event ID: FmHnUsX4rLceWUh4ay

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 91 across all properties

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