

# The Tree Gees

DATE: Thursday, October 16, 2025

LOCATION: Gent, Vlaanderen, BE

## Event Description

The Tree Gees is a premier concerts 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:** concerts

**Importance Rank:** 54/100

**Expected Attendance:** 1,637 people

**Event ID:** 5qwPMdURP5qaTTaQKX

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 655 across all properties

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