

The Voice Of George Michael at Theatre Royal

DATE: Friday, February 6, 2026
LOCATION: Mons, Région wallonne, BE

Event Description

The Voice Of George Michael at Theatre Royal is a premier concerts event in Mons. 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: 48/100

Expected Attendance: 794 people

Event ID: CTTQbJgVR6RgW2oeoz

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 318 across all properties

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