

# The Voice Of George Michael at Trixxo Theater

DATE: Saturday, December 6, 2025  
LOCATION: Hasselt, Vlaanderen, BE

## Event Description

The Voice Of George Michael at Trixxo Theater is a premier concerts event in Hasselt. 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:** 60/100

**Expected Attendance:** 3,174 people

**Event ID:** B5RAJNceKNvqwkU6X

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,270 across all properties

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