

TOM&CO ATH SHOOTING PHOTO

DATE: Saturday, October 4, 2025
LOCATION: Ath, Région wallonne, BE

Event Description

TOM&CO ATH SHOOTING PHOTO is a premier expos event in Ath. 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: expos

Importance Rank: 56/100

Expected Attendance: 1,963 people

Event ID: BJxuFFwaanGTKRaKtx

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 785 across all properties

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

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