

# TOM&CO SAINT-GHISLAIN SHOOTING PHOTO

DATE: Saturday, December 6, 2025  
LOCATION: Saint-Ghislain, Région wallonne, BE

## Event Description

TOM&CO SAINT-GHISLAIN SHOOTING PHOTO is a premier expos event in Saint-Ghislain. 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:** 53/100

**Expected Attendance:** 1,481 people

**Event ID:** 9S37Mv5WoEnKFMPgHH

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 592 across all properties

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