

Trail de l'Eau Blanche

DATE: Friday, August 22, 2025
LOCATION: Chimay, Région wallonne, BE

Event Description

Trail de l'Eau Blanche is a premier sports event in Chimay. 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: sports

Importance Rank: 27/100

Expected Attendance: 73 people

Event ID: 59UF2CHW5vrV2QqB86

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 29 across all properties

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