

UEFA Champions League - League Stage - Olympique Marseille vs Union Saint- Gilloise

DATE: Tuesday, December 9, 2025
LOCATION: Brussels, BE

Event Description

UEFA Champions League - League Stage - Olympique Marseille vs Union Saint-Gilloise is a premier sports event in Brussels. 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: 76/100

Expected Attendance: 20,714 people

Event ID: 7Pzi6r3ji3cRwyNdzK

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,286 across all properties

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