

# ULTRA SUNN, Senser, Bulls On Parade, and 3 others

DATE: Friday, September 26, 2025  
LOCATION: Overpelt, Vlaanderen, BE

---

## Event Description

ULTRA SUNN, Senser, Bulls On Parade, and 3 others is a premier festivals event in Overpelt. 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:** festivals

**Importance Rank:** 46/100

**Expected Attendance:** 610 people

**Event ID:** 9iVMVfmis6GK4zH4xm

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 244 across all properties

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

---