

UMAN présente Guy Lemaire

DATE: Thursday, October 30, 2025
LOCATION: Grâce-Hollogne, Région wallonne, BE

Event Description

UMAN présente Guy Lemaire is a premier expos event in Grâce-Hollogne. 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: 44/100

Expected Attendance: 484 people

Event ID: FKZCA7ZyMGSphfPSHm

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 194 across all properties

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