

# Vendredi sur Mer at Salle De La Madeleine

DATE: Wednesday, November 26, 2025

LOCATION: Bruxelles, Bruxelles, BE

## Event Description

Vendredi sur Mer at Salle De La Madeleine is a premier concerts event in Bruxelles. 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:** concerts

**Importance Rank:** 55/100

**Expected Attendance:** 1,881 people

**Event ID:** 7FpUeoGCy8dfy3thoq

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 752 across all properties

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