

# “We are stars” + workshop (NL/FR/EN)

DATE: Friday, September 26, 2025  
LOCATION: Bruxelles, Bruxelles, BE

---

## Event Description

“We are stars” + workshop (NL/FR/EN) is a premier festivals 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:** festivals

**Importance Rank:** 38/100

**Expected Attendance:** 238 people

**Event ID:** CbjHBjB2JCB8MP8AoS

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 95 across all properties

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