

# Alain Souchon, Ours, and Pierre Souchon

DATE: Saturday, January 24, 2026  
LOCATION: La Tour-de-Trême, Fribourg, CH

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## Event Description

Alain Souchon, Ours, and Pierre Souchon is a premier concerts event in La Tour-de-Trême. 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:** 40/100

**Expected Attendance:** 331 people

**Event ID:** HDnHeiNntPwQa5jbbL

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 132 across all properties

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

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