

# Baile do MAD w/ Zaac (BR)

DATE: Thursday, September 18, 2025

LOCATION: Lausanne, Vaud, CH

## Event Description

Baile do MAD w/ Zaac (BR) is a premier concerts event in Lausanne. 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:** 54/100

**Expected Attendance:** 1,500 people

**Event ID:** 78GSBEyJQ5a9f95zZR

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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

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<https://becircadian.com/events/baile-do-mad-w-zaac-br>

Document generated on 6/3/2026, 10:46:36 PM