

Benjamin Amaru, Samm, and Heera

DATE: Thursday, August 21, 2025
LOCATION: St. Gallen, Sankt Gallen, CH

Event Description

Benjamin Amaru, Samm, and Heera is a premier festivals event in St. Gallen. 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: 47/100

Expected Attendance: 735 people

Event ID: 9gEnJm7C4iEyySGzaB

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 294 across all properties

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