

Betontod, Alarmsignal, 100 Kilo Herz, and 4 others

DATE: Thursday, January 22, 2026
LOCATION: Bern, Bern, CH

Event Description

Betontod, Alarmsignal, 100 Kilo Herz, and 4 others is a premier festivals event in Bern. 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: 61/100

Expected Attendance: 3,575 people

Event ID: 4xU9pRLaFMzt9b25fX

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,430 across all properties

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