

Björn Meyer, Marcel Lüscher, Thomas Lüscher, and Kaspar Rast

DATE: Friday, December 19, 2025
LOCATION: Olten, Solothurn, CH

Event Description

Björn Meyer, Marcel Lüscher, Thomas Lüscher, and Kaspar Rast is a premier community event in Olten. 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: community

Importance Rank: 33/100

Expected Attendance: 140 people

Event ID: Agr8ywsNjgMW7hdcQ9

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 56 across all properties

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