

Born to be free in St. Moritz

DATE: Saturday, September 27, 2025
LOCATION: Sankt Moritz, Graubünden, CH

Event Description

Born to be free in St. Moritz is a premier conferences event in Sankt Moritz. 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: conferences

Importance Rank: 38/100

Expected Attendance: 251 people

Event ID: 7RY4EGWp8dLYwEWKo4

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 100 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/born-to-be-free-in-st-moritz>

Document generated on 6/4/2026, 3:36:34 AM