

# Burna Boy

DATE: Monday, January 19, 2026

LOCATION: Chur, Grisons, CH

## Event Description

Burna Boy is a premier concerts event in Chur. 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:** 64/100

**Expected Attendance:** 4,804 people

**Event ID:** 4mm3F3uX7aDESyxtZ3

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,922 across all properties

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