

# Dame Area, Camilla Sparks, and Dear Deer

DATE: Saturday, September 27, 2025

LOCATION: Bern, Bern, CH

---

## Event Description

Dame Area, Camilla Sparks, and Dear Deer is a premier concerts 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:** concerts

**Importance Rank:** 40/100

**Expected Attendance:** 312 people

**Event ID:** A4RdueYF3RPAYg8y3j

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 125 across all properties

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