

Demented Are Go, MAD SIN, and BOOZE&GLORY

DATE: Friday, October 10, 2025
LOCATION: Geneva, CH

Event Description

Demented Are Go, MAD SIN, and BOOZE&GLORY is a premier concerts event in Geneva. 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: 42/100

Expected Attendance: 385 people

Event ID: 5B9s5A4MEQ7KkuYiqQ

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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