

Disrupt, Adapt, Transform: Re-Imagining Hospitality and Beyond

DATE: Friday, November 21, 2025
LOCATION: Brig-Glis, Wallis, CH

Event Description

Disrupt, Adapt, Transform: Re-Imagining Hospitality and Beyond is a premier conferences event in Brig-Glis. 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: 34/100

Expected Attendance: 165 people

Event ID: 63S3ELcHdCgUKXJs5t

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 66 across all properties

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