

# ILLUMISHADE, Sickret, Soulline, and 8 others

DATE: Wednesday, September 24, 2025  
LOCATION: Mühlau, Aargau, CH

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## Event Description

ILLUMISHADE, Sickret, Soulline, and 8 others is a premier festivals event in Mühlau. 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:** festivals

**Importance Rank:** 58/100

**Expected Attendance:** 2,584 people

**Event ID:** 3L54gQq9JbK987JtJK

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,034 across all properties

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

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