

Insanity61, xoxo, Must Be Wrong, and A Small District

DATE: Saturday, December 27, 2025
LOCATION: Luzern, Kanton Luzern, CH

Event Description

Insanity61, xoxo, Must Be Wrong, and A Small District is a premier concerts event in Luzern. 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: 45/100

Expected Attendance: 589 people

Event ID: CqM6Vqm3igw6NfnwzL

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 236 across all properties

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