Jumpin'up

DATE: Friday, September 19, 2025
LOCATION: Zürich, Zürich, CH

Event Description

Jumpin'up is a premier festivals event in Zürich. 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: 38/100
Expected Attendance: 245 people
Event ID: 3ntA2BE4k5WLorasHn

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 98 across all properties

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