

# Media, Modernity, and the Transformation of Traditions: The Role of Audiovisual Media from an International Perspective

DATE: Monday, September 8, 2025

LOCATION: Zürich, Zürich, CH

## Event Description

Media, Modernity, and the Transformation of Traditions: The Role of Audiovisual Media from an International Perspective is a premier conferences 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:** conferences

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** puesCTkxbduZCujsSK

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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

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<https://becircadian.com/events/media-modernity-and-the-transformation-of-traditions-the-role-of-audiovisual-media-from-an-international-perspective>

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