

# New Model Army and Amy Montgomery

DATE: Wednesday, November 12, 2025  
LOCATION: Fribourg, Fribourg, CH

---

## Event Description

New Model Army and Amy Montgomery is a premier concerts event in Fribourg. 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:** 44/100

**Expected Attendance:** 507 people

**Event ID:** J7rynmKfZ6sBvwLaob

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 203 across all properties

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

---