

Pflanzplatz and Wildwuchs

DATE: Thursday, January 15, 2026

LOCATION: Thun, Bern, CH

Event Description

Pflanzplatz and Wildwuchs is a premier concerts event in Thun. 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: 47/100

Expected Attendance: 725 people

Event ID: DyYQspvVjKdF6rx8Q4

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 290 across all properties

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