

# Route 66 Aarburg 2025

DATE: Thursday, August 21, 2025

LOCATION: Aarburg, Aargau, CH

## Event Description

Route 66 Aarburg 2025 is a premier festivals event in Aarburg. 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:** 56/100

**Expected Attendance:** 2,049 people

**Event ID:** G2m3urfVChRDtiNt73

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 820 across all properties

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

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<https://becircadian.com/events/route-66-aarburg-2025>

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