

# Swiss Congress of Electricity

DATE: Thursday, January 15, 2026

LOCATION: Bern, Bern, CH

## Event Description

Swiss Congress of Electricity is a premier conferences event in Bern. 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:** 43/100

**Expected Attendance:** 471 people

**Event ID:** 9Z6H5JMWke75eT7azD

## 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:** 188 across all properties

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