

# Swiss Dance Award 2026

DATE: Saturday, January 24, 2026

LOCATION: Winterthur, Zürich, CH

## Event Description

Swiss Dance Award 2026 is a premier performing-arts event in Winterthur. 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:** performing-arts

**Importance Rank:** 52/100

**Expected Attendance:** 1,281 people

**Event ID:** J5QsPanX83SjFRRymg

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 512 across all properties

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